

FAST FACTS

HEADQUARTERS
Miami, FL

ANNUAL BUDGET
\$12.9 million (FY21)

LANGUAGE
Spanish

AUDIENCE
1.0 million (FY21)

The Office of Cuba Broadcasting (OCB) oversees Radio and Television Martí, a multimedia hub of news, information, and analysis that provide the people of Cuba with interactive programs seven days a week. Combined with the online platform martinoticias.com, the Martí's are a one-of-a-kind service that brings unbiased, objective news and information to all Cubans.



MISSION

The Office of Cuba Broadcasting's mission is to promote freedom and democracy by providing the people of Cuba with objective news and information programming.

PROGRAMS

Cuba has one of the world's most restrictive media environments. The island nation consistently ranks among the "Most Censored Countries" by the Committee to Protect Journalists, while Reporters Without Borders has called it Latin America's worst media freedom violator year after year. It is in this challenging environment that OCB operates the Martí's.

Despite consistent jamming by the Cuban government, OCB reaches audiences on the island through a variety of content distribution solutions, OCB launched a mobile app for Android and iOS devices deploying state-of-the-art circumvention tools. Content is also available through worldwide media outlets.

“I’ve experienced very touching moments while visiting different provinces, and people know me not for my blog nor for my Twitter account but because of my presence and my voice on Radio Martí.”

– Yoani Sanchez, Cuban blogger and human rights activist

The Martí broadcasts cover a wide range of topics, including news, sports and entertainment, with a focus on topics that are generally censored or slanted by the Cuban government.

Martinoticias.com offers in-depth analysis of top Cuban and international news and a section dedicated to highlighting Cuban bloggers. It also provides 24/7 streaming of Radio Martí broadcasts and original audio-visual productions.

IMPACT

For the first time, OCB was able to report audience data in FY 2017 based on a content media preference survey conducted on the island. Radio Martí, TV Martí, and Martí Digital reach 11.1 percent of all Cubans on a weekly basis with audio, video, and digital content. This percentage reflects that more than one million Cubans on the island follow Martí radio, television, and digital programming each week. Of those who reported accessing such content, 97 percent considered it trustworthy. Also, 96 percent of audience members said that Martí programming helped them form opinions and that they would share that information with others.

CORONAVIRUS COVERAGE

OCB formed a unit to address issues of countering disinformation and providing greater context to audiences as it relates to COVID-19. The Martí have been providing non-stop coverage of the pandemic and its spread throughout Latin America and the world, as well as the latest scientific information on the virus and advice from medical experts on how to protect oneself.

The Martí are providing Cubans with the truth about their government’s harassment of independent journalists who report on the historic mass protests against the government and on the government’s suppression of expression and artistic creation.

