

P R O F I L E



**Language of Broadcast:** Spanish

**Content:** 162 hrs. of radio programming per week; Internet

**Distribution:** AeroMartí, DirectTV, Hispasat DTH and NewSkies 319.51 satellites, MW, and 2-3 IBB SW frequencies

**Radio:** Radio Martí broadcasts information and news analysis programs six days per week for 24 hours per day, and one day per week for 18 hours per day via AM and shortwave. Surveys conducted among recent arrivals from Cuba show that Radio Martí was by far the most listened to station from abroad (51% said they heard Radio Martí programs their last year in Cuba).

**TV:** TV Martí broadcasts 24 hours per day, seven days a week on the Hispasat satellite; two and a half hours per day five days a week on AeroMartí, and one hour per day Monday thru Friday, and two hours per day Saturday and Sunday on DirectTV satellite. TV Martí is also carried on a large number of cable stations throughout Latin America, and is available on the Internet (Martínoticias.com). 12% of respondents in surveys of recent arrivals from Cuba said they watched TV Martí during their last year in Cuba.

**New Media:** Both Radio & TV Martí programming can be accessed through the OCB website, Martínoticias.com. The use of social networking sites YouTube, Twitter and Facebook is being expanded, attracting more visitors to the site.

**Staff:** 128

**Budget:** \$28,416,000†

**Established:** Radio Martí – 1985 to present; TV Martí – 1990 to present

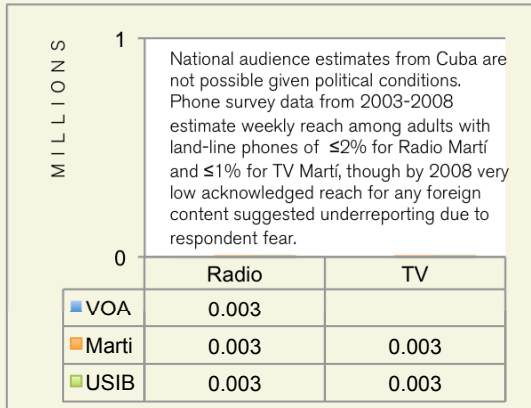
† includes additional indirect costs



VOA distributed on SW only. For language of broadcast, content, staff, budget & establishment date, see Spanish to Latin America on pg. 94.

P E R F O R M A N C E D A T A \*

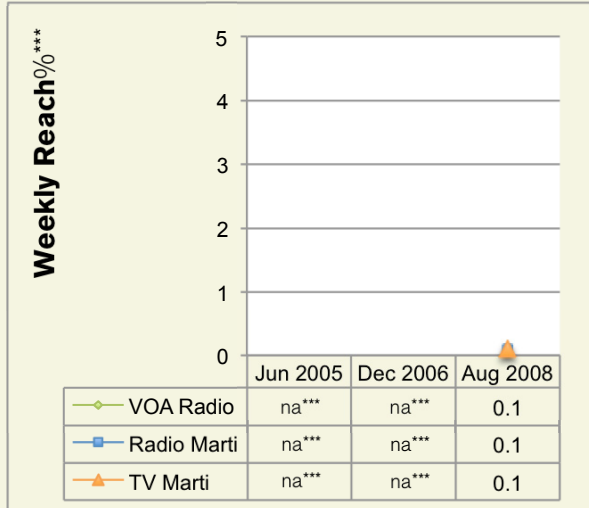
**Audience Size\*\***



**Weekly Reach by Media (%)**

	VOA	Martí	USIB
Radio	0.1	0.1	0.1
TV	na	0.1	0.1
Internet	na	na	na
Total	0.1	0.2	0.3

**Weekly Reach%\*\*\***



**Awareness (%)**

VOA	Martí
na	na

**Credibility**

Percentage of surveyed weekly audience that finds broadcasts credible (%)\*\*\*

	VOA	Martí
Radio	na	na
TV	na	na

**Understanding**

Percentage of weekly audience whose understanding of topics increased "A Great Deal" or "Somewhat" (%)\*\*\*

	VOA	Martí
Current Events	na	na
U.S. Culture	na	na
U.S. Policies	na	na

**Quality**

Combined Scores from audience panel

	Martí
Radio	3.0
TV	2.9

\*Based on an August, 2008 telephone survey of Cuba. These data are representative of adults in households with published phone numbers, estimated at the time at approximately 20% of all Cuban adults; by 2011, an estimated 29% of Cuban adults lived in landline phone households.

\*\*In September 2011, 46 of 333 (14%) recent immigrants surveyed in Miami reported listening to Radio Martí at least weekly their last three months in Cuba and 14 (4%) reported seeing TV Martí content weekly, though their responses cannot be assumed to represent behavior of any larger group.

\*\*\*Due to differences in sample coverage between the August 2008 survey and previous surveys of Cuba, it is not possible to display trend information.

\*\*\*\*Samples of VOA and Martí weekly audience members in the survey are too small for meaningful analysis.

Spanish to Cuba

# Spanish to Cuba Broadcasting

## A U D I E N C E C O M P O S I T I O N

Total Population of Cuba: 11.2 million

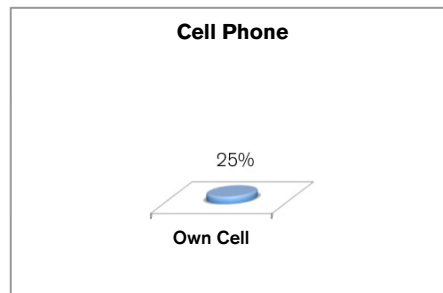
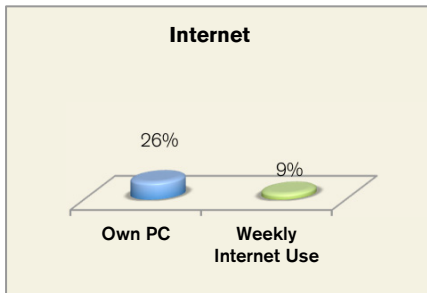
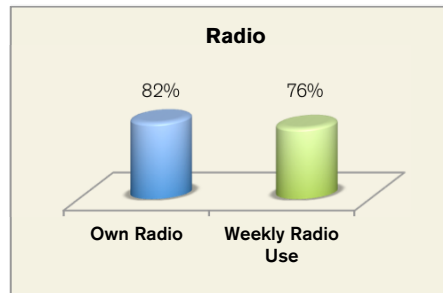
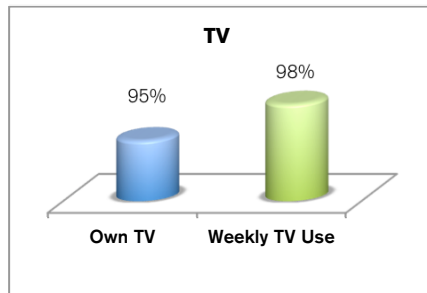
	Sample	VOA Weekly Aud.***	Marti Weekly Aud.***
<b>Sex</b>	%	%	%
Male	47	na	na
Female	53	na	na
<b>Age</b>			
18-24	15	na	na
25-34	16	na	na
35-44	23	na	na
45-54	19	na	na
55-64	16	na	na
65+	12	na	na

	Sample	VOA Weekly Aud.***	Marti Weekly Aud.***
<b>Education</b>	%	%	%
None	<1	na	na
Primary	6	na	na
Secondary	19	na	na
Associates	20	na	na
Trade	31		
University	24	na	na
<b>Ethnicity/Nationality</b>			
na			

	Sample	VOA Weekly Aud.***	Marti Weekly Aud.***
<b>Residence</b>	%	%	%
na			
<b>Language</b>			
na			

\*\*\*Samples of VOA and Marti weekly audience members in the survey are too small for meaningful analysis.

## M E D I A U S E (Phone Owners)



### Top Ten Media Outlet

1. Canal 6 Cuba Vision
2. Canal 2 TV Rebelde
3. Radio Progreso
4. Radio Reloj
5. Radio Rebelde
6. TV Provincial
7. Radio Enciclopedia
8. Radio Emisoras Provinciales
9. Radio Taino
10. Telesur

### Web Analytics

<b>Weekly Visitors</b>	8,200
<b>Weekly Visits</b>	19,700

## C O N T E X T



### Political Situation

- **Freedom House Political Freedom Index (2011): NOT FREE**
- **Economist Intelligence Unit Instability (2010): MODERATE RISK**
- Cuba is unique in the Americas for the degree to which it represses virtually all forms of political dissent. More than five years after transfer of chief executive authority from his brother Fidel, in 2011 Raúl Castro's government still uses detentions and imprisonment, physical violence, public "acts of repudiation," forced exile, and internal and international travel restrictions to restrict contestation of its policies or authority.
- The April 2011 Communist Party Congress saw Raúl take over the office of First Secretary from Fidel Castro, as well as approval of "guidelines" aimed greater legal space for private economic activity and reduced public sector employment. Both have been slow to advance due to Party and bureaucratic resistance.

### Media Environment

- **Freedom House Press Freedom Index (2011): NOT FREE**
- **Reporters Without Borders Index (2009): 94.00 (170/175)**
- The Cuban government tightly controls content on mass media, jams terrestrial signals from US government and exile radio and TV outlets. Independent journalists and bloggers face harassment, assault and detentions or imprisonment. Cuba lags behind all other Latin American countries in both Internet use and mobile phone penetration. Cuban laws prohibit listening to and watching Radio and TV Marti, and likely results in artificially low media use rates in surveys of Cubans on the island.
- Dishes and receivers for DirecTV S. Florida beam are illegal, though one in eight recent immigrants surveyed had either household or shared access to satellite TV. Many more obtain programs recorded off satellite and shared by USB flash drives or DVD.
- State telecommunications services limit online access to on-island servers, though illegal access to the global web through friends or purchase of time on state or foreign-owned computers with full access allows access to a few percent of Cubans. Mobile subscriptions rose to over 1.2 million subscriptions in 2011. Aided by relatives who can add call-time from abroad, almost half of mobile users have made international calls and 40% have sent SMS messages abroad. Foreign text-to-post services allow Facebook and Twitter use.