

**CUBA**  
**SWOT Analysis**

<p><b>STRENGTHS</b></p>	<p>Cuban independent journalism (contrary to public journalism which is protected by law) is free despite being subject to constant repression, censorship, and intimidation by means of the new criminal proceedings. Its editorial policy is not governed by the Cuban Communist Party but by the people. Its commitment continues to be with the truth and its strength relies on the exercise of the kind of journalism that the people are searching for: Objective and different from that of the media monopolized by the government.</p>
<p><b>WEAKNESSES</b></p>	<p>Being a nation ruled by a single party, freedom of the press is restricted in Cuba. Its own Constitution prohibits private media as it establishes that the fundamental means of social communication are of socialist property. Therefore, those media that operate independently, detached from the official media, are considered unconstitutional and, in a few months, those engaging in them could be punished by the law.</p>
<p><b>OPPORTUNITIES</b></p>	<p>Cubans are increasingly searching for information from independent or alternative media, because these offer a kind of journalism closer to the reality of the people, far from the doctrine of the Communist Party of Cuba and the Cuban government. Despite repression against reporters, who risk their freedom to give news solely committed to the truth, year after year there are more journalists who break away from official policy to exercise their profession in an independent way.</p>
<p><b>THREATS</b></p>	<p>In addition to current regulations such as Decree-Law 370 and 35, which slay freedom of expression and the press in Cuba, the primary and most recent threat to independent journalism is the Criminal Code, since this new piece of legislation on penal matters establishes sentences of up to ten years in prison for those who practice independent journalism. Now, the Cuban government has the legal tools to criminalize journalism opposing official policy.</p>

