

## PRESS RELEASE

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### **14ymedio becomes the first independent Cuban media outlet to launch a membership model**

Havana, November 14, 2017 — [14ymedio](http://14ymedio.com), Cuba's first independent media outlet, launches this Tuesday its membership model with the goal of involving readers in the further advancement of the outlet's financial independence.

*14ymedio*, founded in May of 2014 by leading Cuban independent journalists Yoani Sánchez and Reinaldo Escobar, invites its readers and supporters who reside outside of Cuba to help empower a new generation of independent journalists on the island.

"Our readers understand that *14ymedio* provides them with objective and transparent information about a deeper Cuba. Now, we are creating an opportunity for them to also help us strengthen our financial independence", said Yoani Sánchez, the director of the news outlet.

The membership model offers two options: 1) Family, for those supporters who can contribute with US\$10.99 monthly; and 2) Friend, which asks for a US\$5.99 monthly contribution. Those who wish to contribute with a greater or lesser amount, can also do so online at: <http://membresia.14ymedio.com/en/>.

Staying true to its mission of creating a more open journalism in Cuba, *14ymedio* will continue to offer its content at no cost to its readers.

Membership contributions will help offset costs such as internet service on the island, professional development opportunities for the team, and technology innovations. Membership contributions will also help sponsor more in-depth reporting and data journalism projects.

[Through the membership site](#), *14ymedio* has also made available to the public an overview of its finances.

Members will receive a series of perks when they become members. These include invitations to exclusive online video calls with their team. "We want our community of members to play a more direct role in our editorial process so that feel valued and heard by our team", explains Reinaldo Escobar, Editor-in-Chief at *14ymedio*.

Approximately 130.000 users from more than 50 countries visit *14ymedio* each month. In Cuba, where the site is blocked, more than 10,000 readers access its content through proxies, email and social media.

*14ymedio's* membership model was developed with the support of students, faculty and staff at the Reynolds Journalism Institute at the University of Missouri's School of Journalism.

The *14ymedio* team will be available for interviews about their membership model. For more information please contact them at [contacto@14ymedio.com](mailto:contacto@14ymedio.com).