

Dirección General Comunicación

Social y Análisis

Estratégico

Informe Mensual

Cualitativo

Diciembre

2021



Área de información

**BOLETINES GENERADOS: 19**

|  |  |  |
| --- | --- | --- |
| **1** | **01/12/2021** | **Tlaquepaque arranca Campaña de Eterización Gratuita**  |
| **2** | **02/12/2021** | **Tlaquepaque brinda ayuda a grupo de migrantes haitianos**  |
| **3** | **03/12/2021** | **Implementan curso de “Construcción Social y Cultura de GÉNERO”** |
| **4** | **07/12/2021** | **El Centro Histórico de San Pedro Tlaquepaque se iluminó con el encendido del árbol navideño**  |
| **5** | **09/12/2021** | **Mueven la cultura en Tlaquepaque** |
| **6** | **10/12/2021** | **Tlaquepaque decomisa Juegos hechos a base de pólvora, tras Operativo de detección y aseguramiento.** |
| **7** | **10/12/2021** | **Aprueban proyecto de presupuesto de egresos de Tlaquepaque 2022** |
| **8** | **11/12/2021** | **Tlaquepaque concluye con éxito su campaña de esterilización animal** |
| **9** | **14/12/2021** | **Tlaquepaque busca la reducción de contaminación atmosférica en esta época, evitando la producción de ladrillo en el Municipio.** |
| **10** | **18/12/2021** | **Instalan expo Artesanal navideño y tianguis navideños en Tlaquepaque.** |
| **11** | **16/12/2021** | **Reconocen a Tlaquepaque como el mejor Municipio de la ZMG, en implementar acciones climáticas que mejoren la calidad del aire.** |
| **12** | **17/12/2021** | **Tlaquepaque rehabilita vialidad en Ojo de Agua** |
| **13** | **20/12/2021** | **Inicia Tlaquepaque con descuentos** |
| **14** | **22/12/2021** | **Arranca Tlaquepaque con operativo vialidades libres Pueblo Mágico, en alianza con empresarios de la localidad** |
| **15** | **25/12/2021** | **Protección Civil de Tlaquepaque combate Incendio de llantas**  |
| **16** | **27/12/2021** | **Recomendaciones para un cierre de año seguro** |
| **17** | **28/12/2021** | **Exhortan a ciudadanos a evitar compra y venta de pirotecnia para la celebración de fin de año** |
| **18** | **29/12/2021** | **Emitirán más de 110 mil estados de cuenta para el pago predial en Tlaquepaque** |
| **19** | **31/12/2021** | **Citlalli Amaya Toma Protesta como Alcaldesa de San Pedro Tlaquepaque** |

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| **TOTAL DE ENTREVISTAS**  | **7** |

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| **MEDIOS**  | **ENTREVISTAS**  |
| 1010 AM  | 2 |
| 91.5 FM  | 2 |
| TELEVISA  | 2 |
| 101.1 FM  | 1 |
| **TOTAL**  | **7** |

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**NOTAS DE REPORTES EN MEDIOS DE COMUNICACIÓN**

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| **ATENDIDOS** | **27** |
| **EN SEGUIMIENTO** | **3** |
| **DERIVADOS** | **2 GOBIERNO DEL ESTADO** |
| **TOTAL DE REPORTES** | **32** |

Área de Foto y Video

|  |  |
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| **Fotos publicadas en Flicker:** | 344 |
| **Fotos de archivo:**  | 657 |

**Temas de eventos:**

Programas Sociales

Sesiones de Ayuntamiento

Ruedas de prensa y entrevistas.

Recorridos y visitas a colonias.

Obras

Eventos culturales, educativos, deportivos, sociales, políticos y de seguridad.

Reuniones

Sesiones de consejos municipales

Conferencias y foros.

Lo que se registra en video se archiva como testigo, edición o publicación de las acciones del Ayuntamiento de Tlaquepaque.

Campaña

**Video:**

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| --- | --- |
|   | VIDEOS DICIEMBRE 2021 |
|   | 01-12-21 5ta Zona Militar |
|   | 01-12-21 Instalación del Comité de transición |
|   | 01-12-21 Operativo navideño- albergues |
|   | 02-12-21 Comisión de Hacienda |
|   | 03-12-21 Istit Construcción Social y Cultura de Género |
|   | 07-12-21 Encendido de Árbol de Navidad |
|   | 07-12-21 Pueblos Mágicos- Turismo |
|   | 08-12-21 COPLADEMUN |
|   | 08-12-21 Juguetes |
|   | 08-12-21 Junta del gobierno del IMMS |
|   | 08-12-21 Reunión con ICLEI Gobiernos locales por la sustentabilidad  |
|   | 09-12 -21 Cultura en movimiento  |
|   | 10-12-21 Reunión del premio nacional de la cerámica |
|   | 10-12-21 Campaña masiva de esterilización |
|   | 10-12-21 Operativo Pirotecnia- Protección Civil- Comisaria- mercados |
|   | 10-12-21 Sesión de Cabildo - Concejo Municipal |
|   | 10-12-21 Sesión ordinaria del Patronato DIF |
|   | 13-12-21 Reunión gestión de Agua |
|   | 13-12-21 Comisión de Deporte |
|   | 14-12-21 Reconocimiento a Médico |
|   | 14-12-21 Sesión de la comisión edilicia de Desarrollo Social y Humano  |
|   | 14-12-21 Sesión ordinaria de Junta de gobierno COMUCAT  |
|   | 14-12-21 Tianguis Navideño- venta Navideña |
|   | 14-12-21Sesión de la junta de gobierno INJUVET |
|   | 15-12-21 Pago de Predial- Hacienda Municipal- Impuestos |
|   | 15-12-21 Sesión de Comisión Edilicia de Planeacion Socioeconómica y Urbana  |
|   | 15-12-21 Sesión ordinaria de SIPINNA |
|   | 16-12-21 Proveeduria |
|   | 17-12-21 Inauguración calle Las Torres esq. Juan de la barrera  |
|   | 17-12-21 Posada en el Laberinto- Parques de la Victoria |
|   | 21-12-21 Reunión Vialidad- operativos |
|   | 31-12-21 Toma de Protesta CITLALI AMAYA DE LUNA- Gobierno 2022-2024 |

**Área de monitoreo NOTAS DEL MES DE NOVIEMBRE DEL 2021**

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| TOTAL DE NOTAS PUBLICADAS: | **572** |  |  |
|  |  | POSITIVAS: | **260** |  |  |
|  |  | NEGATIVAS: | **214** |  |  |
|  |  | INFORMATIVA:  | **98** |  |  |
|  | DE LAS CUALES FUERON: |  |  |  |  |
|  | **MEDIO** | **POSITIVA** | **NEGATIVA** | **INFORMATIVA**  | **TOTAL** |
|  | CANAL 10 | 57 | 34 | 10 | 101 |
|  | TELEVISA  | 56 | 44 | 11 | 111 |
|  | TV AZTECA  | 42 | 30 | 7 | 79 |
|  | TWITER | 33 | 11 | 7 | 51 |
|  | DIARIO  | 10 | 13 | 4 | 27 |
|  | 91.5 FM  | 9 | 3 | 4 | 16 |
|  | 1150 NOTISISTEMA | 8 | 8 | 15 | 31 |
|  | 91.9 FM  | 8 | 11 | 3 | 22 |
|  | CANAL 6 | 8 | 13 | 5 | 26 |
|  | MURAL | 7 | 14 | 2 | 23 |
|  | MILENIO | 5 | 7 | 6 | 18 |
|  | EL OCCIDENTAL | 4 | 8 | 5 | 17 |
|  | 101.1 FM  | 4 | 3 | 3 | 10 |
|  | 1010 AM  | 3 | 2 |   | 5 |
|  | RADIO DK  | 2 | 2 | 2 | 6 |
|  | EL INFORMADOR | 1 | 4 | 5 | 10 |
|  | 820 AM  | 1 |   |   | 1 |
|  | CANAL 8  | 1 |   |   | 1 |
|  | CRONICA | 1 |   | 3 | 4 |
|  | 104.3 FM  |   | 2 |   | 2 |
|  | 89.5 FM  |   | 1 |   | 1 |
|  | CANAL 44 |   | 1 | 2 | 3 |
|  | PUBLIMETRO  |   | 2 |   | 2 |
|  | R. FORMULA  |   | 1 |   | 1 |
|  | 100.3 FM  |   |   | 1 | 1 |
|  | CANAL 7  |   |   | 1 | 1 |
|  | QUADRATIN  |   |   | 2 | 2 |
|  | TOTAL  | 260 | 214 | 98 | 572 |
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|  | LAS NOTAS PUBLICADAS SON DE LAS DEPENDENCIAS COMO: |  |
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|  | **DEPENDENCIA** | **POSITIVAS** | **NEGATIVAS** | **INFORMATIVA**  | **TOTAL** |
|  | SERVICIOS MEDICOS | 78 |   |   | 78 |
|  | SEGURIDAD PÚBLICA | 64 | 162 | 11 | 237 |
|  | PROTECCION CIVIL | 47 |   |   | 47 |
|  | H. AYUNTAMIENTO DE TLQ. | 36 | 23 | 78 | 137 |
|  | SERVICIOS PUBLICOS  | 19 | 25 | 4 | 48 |
|  | CONSEJO MUNICIPAL  | 5 |   |   | 5 |
|  | SALUD ANIMAL  | 5 |   | 5 | 10 |
|  | PAVIMENTOS  | 4 | 4 |   | 8 |
|  | OBRAS  | 2 |   |   | 2 |
|  | TOTAL  | 260 | 214 | 98 | 572 |
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|  | Y LOS TEMAS MAS RELEVANTES FUERON: |  |  |  |
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|  | **TEMA** | **POSITIVA**  | **NEGATIVAS** | **INFORMATIVA**  | **TOTAL** |
|  | SERVICIOS PUBLICOS | 149 | 25 | 14 | 188 |
|  | SEGURIDAD | 64 | 162 | 11 | 237 |
|  | CONTINGENCIA  | 12 | 22 | 7 | 41 |
|  | BACHES  | 4 | 4 |   | 8 |
|  | DESCUENTO PREDIAL  | 4 |   |   | 4 |
|  | ARBOL NAVIDEÑO | 3 |   | 1 | 4 |
|  | BOSQUE URBANO  | 3 |   |   | 3 |
|  | OPERATIVO INVIERNO  | 3 |   |   | 3 |
|  | OPERATIVO VIALIDAD  | 3 |   |   | 3 |
|  | TIANGUIS NAVIDEÑO  | 3 |   |   | 3 |
|  | TOMA DE PRTOTESTA  | 3 |   |   | 3 |
|  | INGRESOS  | 2 |   |   | 2 |
|  | LADRILLEROS  | 2 |   |   | 2 |
|  | ZMG  | 2 |   | 19 | 21 |
|  | CULTURA | 1 |   |   | 1 |
|  | ARTESANOS  | 1 |   |   | 1 |
|  | ENTREGA - RECEPCION  | 1 |   |   | 1 |
|  | INUNDACIONES  |   | 1 |   | 1 |
|  | COVID 19  |   |   | 4 | 4 |
|  | ELECCION EXTRAORDINARIA  |   |   | 29 | 29 |
|  | INDICADORES DE POBREZA  |   |   | 2 | 2 |
|  | MACRO PERIFERICO  |   |   | 5 | 5 |
|  | PACTO FISCAL  |   |   | 6 | 6 |
|  | TOTAL  | 260 | 214 | 98 | 572 |

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