

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** |

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

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

**NOTAS DE REPORTES EN MEDIOS DE COMUNICACIÓN**

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

Área de Foto y Video

|  |  |
| --- | --- |
| **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:**

|  |  |
| --- | --- |
|  | 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**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | 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 | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | |  |  |  |  |  |  | |  | LAS NOTAS PUBLICADAS SON DE LAS DEPENDENCIAS COMO: | | | |  | |  |  |  |  |  |  | |  | **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 | |  |  |  |  |  |  | |  |  |  |  |  |  | |  | Y LOS TEMAS MAS RELEVANTES FUERON: | |  |  |  | |  |  |  |  |  |  | |  | **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 | |