



INSTITUTO ELECTORAL Y DE PARTICIPACIÓN  
CIUDADANA JALISCO

Monitoreo Cualitativo de Radio,  
Televisión, Prensa y Espectaculares  
Proceso Electoral 2012

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Informe del 15 de Diciembre 2011 al 12 de Febrero de 2012.



## CONSIDERACIONES

- El servicio se apega, estrictamente, a los lineamientos y especificaciones técnicas previstas por el Instituto Electoral y de Participación Ciudadana Jalisco para realizar el monitoreo cualitativo y cuantitativo en medios de comunicación.
- El reporte comprende los medios de Radio, Tv, Prensa y Espectaculares solicitados por el Instituto Electoral y de Participación Ciudadana Jalisco.
- Dentro de este Informe ejecutivo únicamente están reflejados los medios en los cuales se detectó actividad electoral.

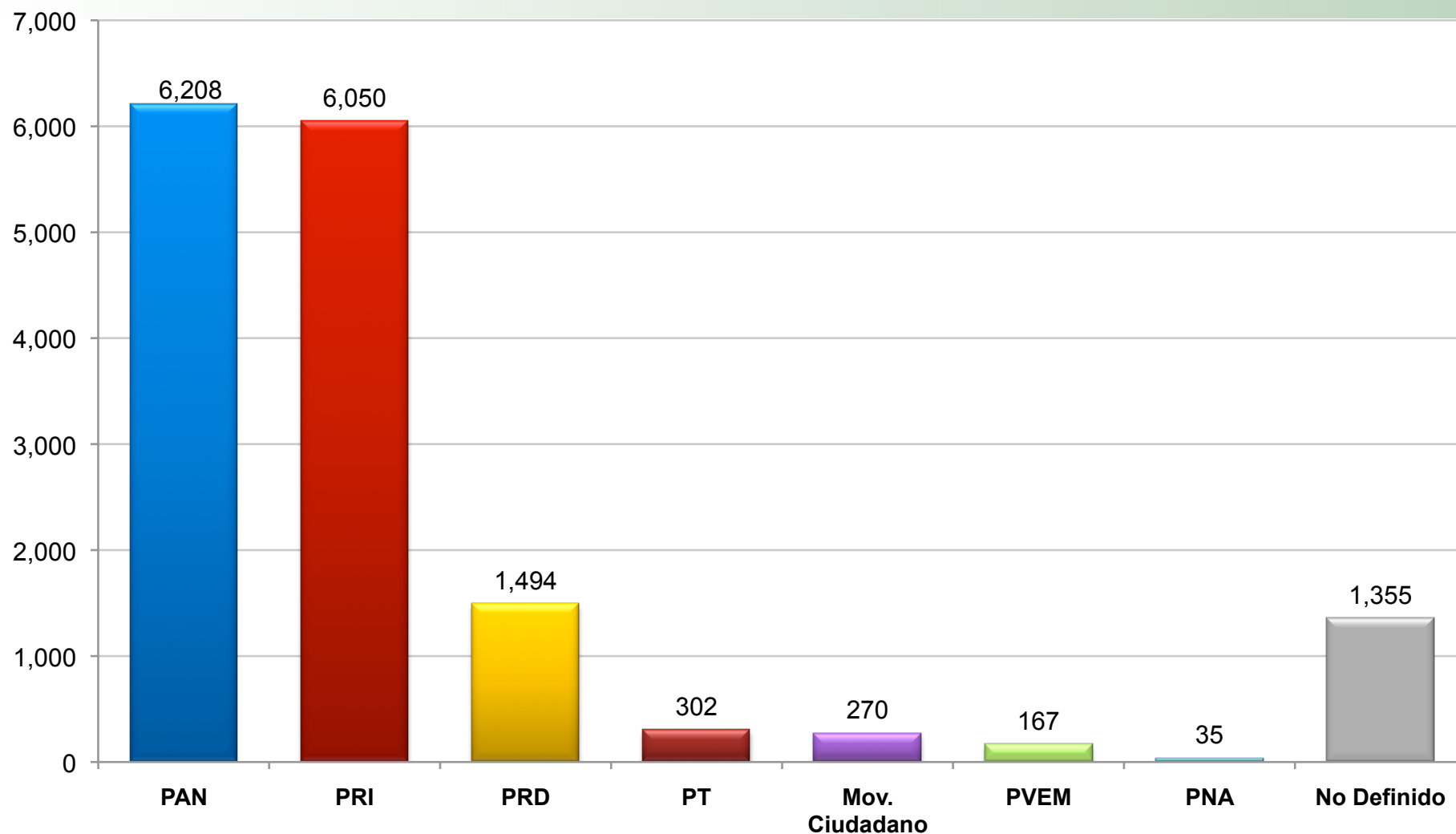


# REPORTE CUALITATIVO

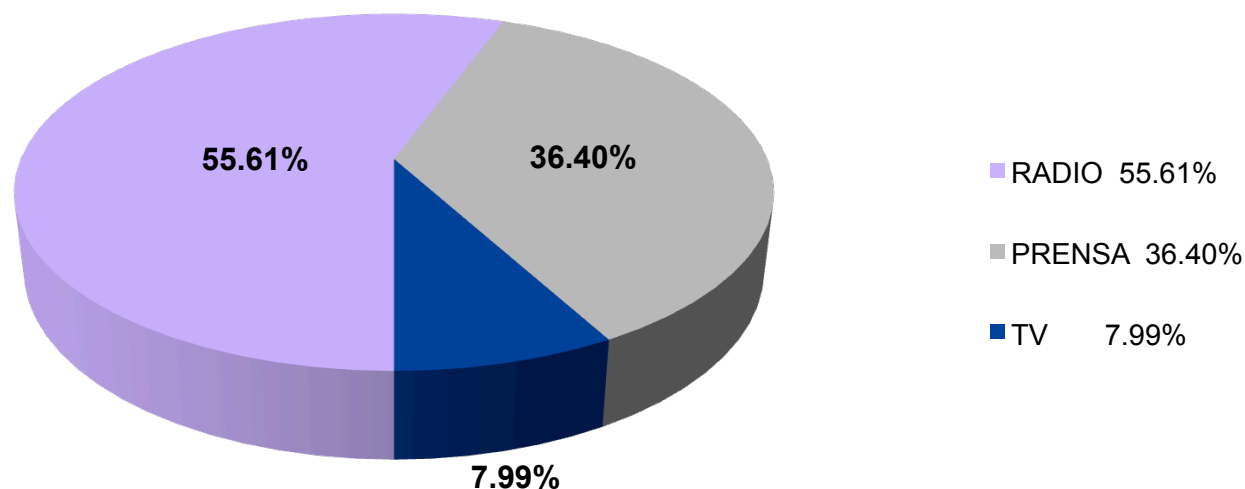
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Actividad por Partido Político y Actor  
Notas Informativas

# NOTAS INFORMATIVAS POR PARTIDO POLÍTICO Y ACTOR

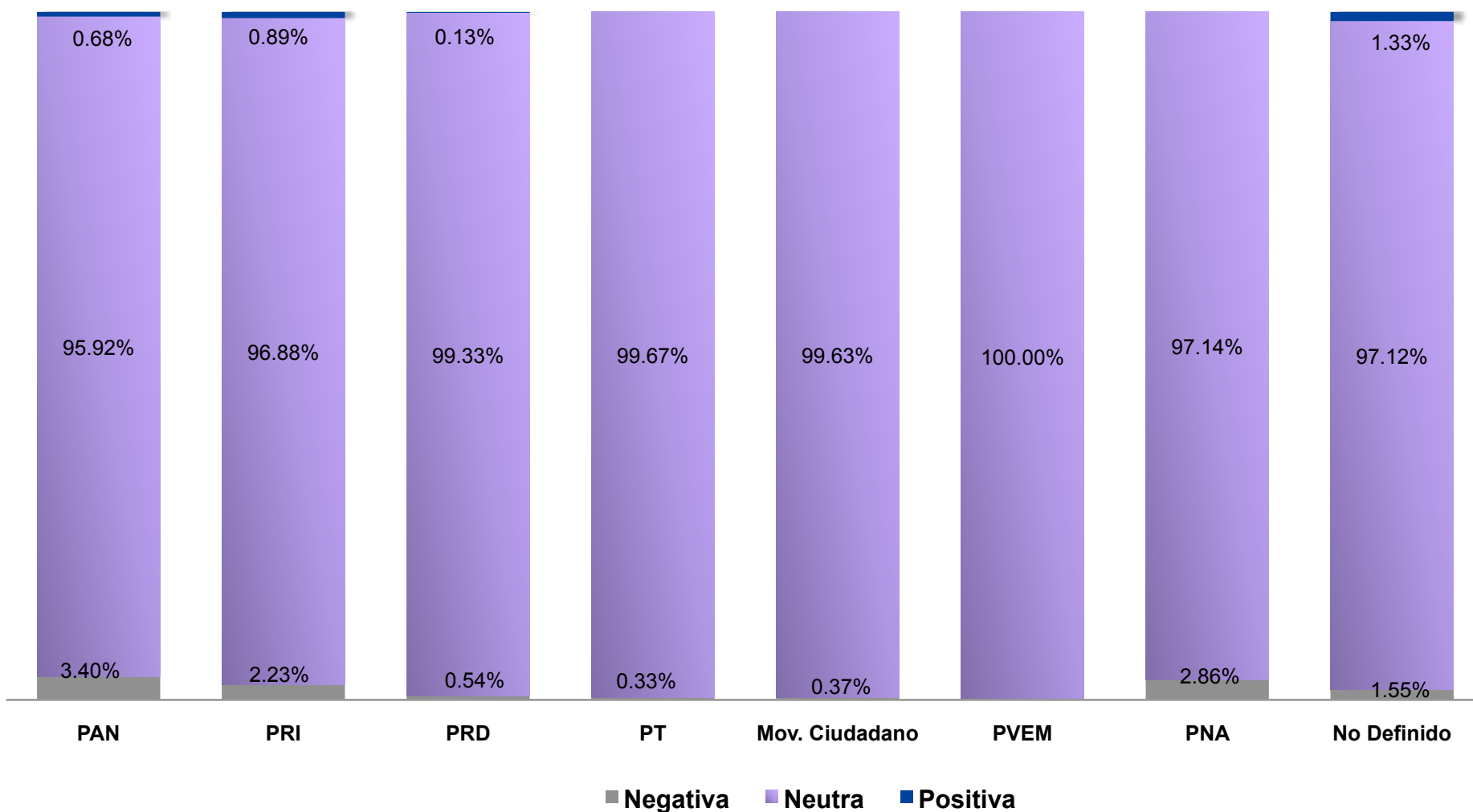


# NOTAS INFORMATIVAS POR MEDIO Y PARTIDO



| Partido        | No. Notas | Radio  | Prensa | TV     |
|----------------|-----------|--------|--------|--------|
| PAN            | 6,208     | 53.87% | 37.03% | 9.10%  |
| PRI            | 6,050     | 53.07% | 40.18% | 6.74%  |
| PRD            | 1,494     | 64.32% | 28.31% | 7.36%  |
| PT             | 302       | 65.56% | 26.49% | 7.95%  |
| Mov. Ciudadano | 270       | 65.93% | 27.04% | 7.04%  |
| PVEM           | 167       | 53.89% | 37.72% | 8.38%  |
| PNA            | 35        | 14.29% | 57.14% | 28.57% |
| No Definido    | 1,355     | 62.29% | 28.93% | 8.78%  |

# VALORACIÓN DE LA INFORMACIÓN POR PARTIDO POLÍTICO Y ACTOR



# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido                 | Actor                           | No. Notas | % Notas |
|-------------------------|---------------------------------|-----------|---------|
| Partido Acción Nacional | Abraham Kunio González Uyeda    | 6         | 0.10%   |
|                         | Agustín Gerardo Ortiz           | 1         | 0.02%   |
|                         | Alberto Cárdenas Jiménez        | 149       | 2.58%   |
|                         | Alberto Esquer Gutiérrez        | 9         | 0.16%   |
|                         | Alfonso Gutiérrez Carranza      | 1         | 0.02%   |
|                         | Alfonso Petersen Farah          | 323       | 5.59%   |
|                         | Alfredo Argüelles Basave        | 1         | 0.02%   |
|                         | Alfredo Medina Sánchez          | 1         | 0.02%   |
|                         | Alonso Ulloa Vélez              | 80        | 1.38%   |
|                         | Amaury Muñoz Torres             | 8         | 0.14%   |
|                         | Andrés Zermeño Barba            | 2         | 0.03%   |
|                         | Carlos Luis Meillón Johnston    | 4         | 0.07%   |
|                         | Carlos Murguía Mejía            | 1         | 0.02%   |
|                         | Carlos Noel Tiscareño Rodríguez | 1         | 0.02%   |
|                         | Carlos René Sánchez Gil         | 1         | 0.02%   |
|                         | César Octavio Madrigal Díaz     | 41        | 0.71%   |
|                         | Cristina Brambila González      | 1         | 0.02%   |
|                         | Daniel Francisco Rodríguez Lira | 6         | 0.10%   |
|                         | Daniel Rodríguez Lira           | 4         | 0.07%   |
|                         | Dulce Villaseñor López          | 1         | 0.02%   |
|                         | Edgar Armando Olvera Higuera    | 1         | 0.02%   |
|                         | Edgar Napoleón González Anaya   | 3         | 0.05%   |
|                         | Elizabeth Santos Alvarado       | 2         | 0.03%   |
|                         | Erasmus Iturriarga Flores       | 1         | 0.02%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                               | No. Notas | % Notas |
|---------|-------------------------------------|-----------|---------|
|         | Ernesto González Tapia              | 1         | 0.02%   |
|         | Ernesto Javier Cordero Arroyo       | 1         | 0.02%   |
|         | Fabiola Jaqueline Martínez Martínez | 2         | 0.03%   |
|         | Felipe de Jesús Rangel Vargas       | 3         | 0.05%   |
|         | Fernando De la Cruz Villa           | 1         | 0.02%   |
|         | Fernando Guzmán Pérez Peláez        | 382       | 6.61%   |
|         | Fernando Óscar Hernández Escoto     | 1         | 0.02%   |
|         | Gabriel Flores Castellanos          | 1         | 0.02%   |
|         | Georgina Sánchez Rodríguez          | 2         | 0.03%   |
|         | Gilberto Casillas Casillas          | 1         | 0.02%   |
|         | Guillermo Martínez Mora             | 3         | 0.05%   |
|         | Gustavo Madero Muñoz                | 1         | 0.02%   |
|         | Héctor Álvarez Contreras            | 11        | 0.19%   |
|         | Héctor Gallegos de Santiago         | 1         | 0.02%   |
|         | Héctor Nicolás Álvarez Bernal       | 1         | 0.02%   |
|         | Herbert Taylor Arthur               | 2         | 0.03%   |
|         | Humberto Muñoz Vargas               | 131       | 2.27%   |
|         | Institucional                       | 359       | 6.21%   |
|         | Irma Serafina González Hernández    | 27        | 0.47%   |
|         | Jaime Ismael Díaz Brambila          | 4         | 0.07%   |
|         | Jaime Ruvalcaba Jiménez             | 12        | 0.21%   |
|         | Jesús Alfonso Marroquín Barajas     | 7         | 0.12%   |
|         | Jesús Cabrera Jiménez               | 1         | 0.02%   |
|         | Jesús Ruiz Higuera                  | 8         | 0.14%   |



# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                                   | No. Notas | % Notas |
|---------|---|-----------|---------|
|         | Joaquín Huerta Barrios                  | 1         | 0.02%   |
|         | Jorge Eduardo González Arana            | 1         | 0.02%   |
|         | Jorge Galván Montaña                    | 2         | 0.03%   |
|         | Jorge Héctor Sanz Cerrada Gómez Palacio | 4         | 0.07%   |
|         | Jorge Salinas Osornio                   | 7         | 0.12%   |
|         | Jorge Sánchez Martínez                  | 1         | 0.02%   |
|         | Jorge Vizcarra Mayorga                  | 8         | 0.14%   |
|         | José Ángel Madera Solís                 | 1         | 0.02%   |
|         | José Antonio Elvira de la Torre         | 3         | 0.05%   |
|         | José Apolinar Alatorre Rodríguez        | 5         | 0.09%   |
|         | José del Carmen Rubio Hernández         | 4         | 0.07%   |
|         | José Gildardo Guerrero Torres           | 1         | 0.02%   |
|         | José Guadalupe Atilano Magdaleno        | 5         | 0.09%   |
|         | José Hernán Cortés Berumen              | 186       | 3.22%   |
|         | José Ignacio Ángel Cervantes            | 4         | 0.07%   |
|         | José Luis Arce Lepe                     | 3         | 0.05%   |
|         | José Luis Munguía Cardona               | 1         | 0.02%   |
|         | José Luis Orozco Sepúlveda              | 5         | 0.09%   |
|         | José María Martínez Martínez            | 16        | 0.28%   |
|         | Josefina Eugenia Vázquez Mota           | 4         | 0.07%   |
|         | Juan Ernesto Navarro Salcedo            | 1         | 0.02%   |
|         | Juan José Cuevas García                 | 18        | 0.31%   |
|         | Juan Manuel Arellano Vega               | 2         | 0.03%   |
|         | Julio César Ruiz González               | 2         | 0.03%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                              | No. Notas | % Notas |
|---------|------------------------------------|-----------|---------|
|         | Luis Alberto Michel Rodríguez      | 74        | 1.28%   |
|         | Luz María Velasco Robles           | 2         | 0.03%   |
|         | Marco Antonio Camarena Coss y León | 2         | 0.03%   |
|         | Maricarmen Mendoza Flores          | 18        | 0.31%   |
|         | Martín Becerra Sánchez             | 6         | 0.10%   |
|         | Martín González                    | 2         | 0.03%   |
|         | Martín Hernández Balderas          | 3         | 0.05%   |
|         | Miguel Ángel Medina López          | 1         | 0.02%   |
|         | Miguel Ángel Monraz Ibarra         | 29        | 0.50%   |
|         | Miguel Ángel Norato Valencia       | 1         | 0.02%   |
|         | Miguel Salcedo Pérez               | 1         | 0.02%   |
|         | Miguel Zárate Hernández            | 35        | 0.61%   |
|         | Noé Rodríguez Loreto               | 1         | 0.02%   |
|         | Octavio López                      | 1         | 0.02%   |
|         | Pedro Ruíz Higuera                 | 1         | 0.02%   |
|         | Ramón Demetrio Guerrero Martínez   | 182       | 3.15%   |
|         | Raúl Alejandro Padilla Orozco      | 3         | 0.05%   |
|         | Regino Márquez                     | 1         | 0.02%   |
|         | Ricardo García Lozano              | 24        | 0.42%   |
|         | Salvador Franco de la Torre        | 4         | 0.07%   |
|         | Sergio Antonio Silva Núñez         | 2         | 0.03%   |
|         | Sergio Grajeda Ramos               | 2         | 0.03%   |
|         | Sergio Sánchez Villarruel          | 2         | 0.03%   |
|         | Vicente Mora Cortés                | 1         | 0.02%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido                              | Actor                          | No. Notas    | % Notas       |
|--------------------------------------|--------------------------------|--------------|---------------|
|                                      | Víctor Álvarez de la Torre     | 1            | 0.02%         |
|                                      | Víctor Manuel Quiroz Reynoso   | 2            | 0.03%         |
|                                      | Yolanda Sáinz González         | 2            | 0.03%         |
| <b>Total Partido Acción Nacional</b> |                                | <b>2,299</b> | <b>39.77%</b> |
| Partido Revolucionario Institucional | Aarón Contreras Muñoz          | 1            | 0.02%         |
|                                      | Abdel Israel Dávila del Toro   | 2            | 0.03%         |
|                                      | Adrián Méndez González         | 147          | 2.54%         |
|                                      | Adrián Octavio Salinas Tostado | 1            | 0.02%         |
|                                      | Alberto Maldonado Chavarín     | 2            | 0.03%         |
|                                      | Albino Galván Martínez         | 1            | 0.02%         |
|                                      | Aldo Buenrostro Muñoz          | 1            | 0.02%         |
|                                      | Alejandro Elizondo Verduzco    | 7            | 0.12%         |
|                                      | Alejandro Ozuna Rivera         | 6            | 0.10%         |
|                                      | Alfredo Barba Mariscal         | 11           | 0.19%         |
|                                      | Ana Bertha Guzmán Alatorre     | 1            | 0.02%         |
|                                      | Andrés González Palomera       | 154          | 2.66%         |
|                                      | Anselmo Abrica Chávez          | 2            | 0.03%         |
|                                      | Antonio Molina de la Puente    | 1            | 0.02%         |
|                                      | Antonio Rojas López            | 1            | 0.02%         |
|                                      | Arturo Zamora Jiménez          | 25           | 0.43%         |
|                                      | Balum Valdez Chávez            | 3            | 0.05%         |
|                                      | Carlos Antonio Carranza Alor   | 2            | 0.03%         |
|                                      | Carlos Corona Martín del Campo | 3            | 0.05%         |
|                                      | Carlos Horacio Rojas Esparza   | 3            | 0.05%         |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                             | No. Notas | % Notas |
|---------|-----------------------------------|-----------|---------|
|         | Carlos Manuel García Arellano     | 1         | 0.02%   |
|         | Cecilia González Gómez            | 1         | 0.02%   |
|         | César Abarca Gutiérrez            | 1         | 0.02%   |
|         | Cesar Alejandro Villalobos Vera   | 1         | 0.02%   |
|         | Cesario Padilla Navarro           | 1         | 0.02%   |
|         | Clara Gómez Caro                  | 1         | 0.02%   |
|         | Claudia Delgadillo González       | 28        | 0.48%   |
|         | Cosme Jiménez Escobar             | 1         | 0.02%   |
|         | Dagoberto Calderón Leal           | 1         | 0.02%   |
|         | Edgar Israel Orozco Montes        | 1         | 0.02%   |
|         | Edgar Oswaldo Bañales Orozco      | 5         | 0.09%   |
|         | Eduardo Almaguer Ramírez          | 37        | 0.64%   |
|         | Eleazar Ríos Flores               | 1         | 0.02%   |
|         | Elisa Ayón Hernández              | 12        | 0.21%   |
|         | Enrique Carlos Trejo Orozco       | 2         | 0.03%   |
|         | Enrique Peña Nieto                | 5         | 0.09%   |
|         | Enrique Robledo Sahagún           | 1         | 0.02%   |
|         | Érick Francisco García Villaseñor | 1         | 0.02%   |
|         | Felipe de Jesús Montaña Pérez     | 1         | 0.02%   |
|         | Félix Flores Gómez                | 5         | 0.09%   |
|         | Félix Vizcarra Hernández          | 2         | 0.03%   |
|         | Francisco de Paúl Jiménez Mejía   | 3         | 0.05%   |
|         | Francisco Marín Jiménez           | 1         | 0.02%   |
|         | Gabriel Becerra Meza              | 1         | 0.02%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                             | No. Notas | % Notas |
|---------|-----------------------------------|-----------|---------|
|         | Gabriel Escoto del Río            | 1         | 0.02%   |
|         | Gabriel Gómez Michel              | 2         | 0.03%   |
|         | Gabriela Vázquez Flores           | 1         | 0.02%   |
|         | Gerardo González Díaz             | 2         | 0.03%   |
|         | Gerardo Guízar Macias             | 1         | 0.02%   |
|         | Gloria Judith Rojas Maldonado     | 5         | 0.09%   |
|         | Gloria Palacios Ponce             | 9         | 0.16%   |
|         | Gustavo González Villaseñor       | 19        | 0.33%   |
|         | Héctor Fabio Rizzo                | 4         | 0.07%   |
|         | Héctor Robles Peiro               | 61        | 1.06%   |
|         | Héctor Vielma Ordóñez             | 63        | 1.09%   |
|         | Hugo Daniel Gaeta Esparza         | 1         | 0.02%   |
|         | Hugo René Ruiz Esparza Hermosillo | 2         | 0.03%   |
|         | Idolina Cosío Gaona               | 1         | 0.02%   |
|         | Institucional                     | 475       | 8.22%   |
|         | Israel Esparza Mora               | 1         | 0.02%   |
|         | Iván Herrera Castillo             | 2         | 0.03%   |
|         | Iván Ulises Bravo Carbajal        | 1         | 0.02%   |
|         | Jaime Prieto Pérez                | 3         | 0.05%   |
|         | Jesús Casillas Romero             | 39        | 0.67%   |
|         | Joaquín Antonio Portilla Wolf     | 1         | 0.02%   |
|         | Joel González Díaz                | 6         | 0.10%   |
|         | Jorge Arana Arana                 | 25        | 0.43%   |
|         | Jorge Aristóteles Sandoval Díaz   | 573       | 9.91%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                            | No. Notas | % Notas |
|---------|----------------------------------|-----------|---------|
|         | Jorge Luis García Delgado        | 9         | 0.16%   |
|         | Jorge Octavio Martínez Reynoso   | 1         | 0.02%   |
|         | José Brizuela López              | 6         | 0.10%   |
|         | José Eduardo de Alba Anaya       | 1         | 0.02%   |
|         | José Juan Gabriel Salcedo Angulo | 4         | 0.07%   |
|         | José Luis Orozco Palos           | 2         | 0.03%   |
|         | José Luis Orozco Sánchez Aldana  | 11        | 0.19%   |
|         | José Pastor Martínez Torres      | 1         | 0.02%   |
|         | José Socorro Ramírez Macías      | 2         | 0.03%   |
|         | José Trinidad Padilla López      | 26        | 0.45%   |
|         | Juan Alberto Márquez de Anda     | 1         | 0.02%   |
|         | Juan Antonio Mateos Nuño         | 5         | 0.09%   |
|         | Juan Bernardo Santos Hernández   | 2         | 0.03%   |
|         | Juan Carlos Arrieta Flores       | 1         | 0.02%   |
|         | Juan Carlos Villarreal Salazar   | 1         | 0.02%   |
|         | Juan Francisco Ramírez Salcido   | 1         | 0.02%   |
|         | Juan José Frangie Saade          | 3         | 0.05%   |
|         | Juan Manuel Alatorre Franco      | 2         | 0.03%   |
|         | Juan Rafael Mejorada Flores      | 3         | 0.05%   |
|         | Julio César Hernández Pérez      | 1         | 0.02%   |
|         | Laura Valeria Guzmán Vázquez     | 1         | 0.02%   |
|         | Leobardo Alcalá Padilla          | 14        | 0.24%   |
|         | Lucio Carrero García             | 2         | 0.03%   |
|         | Luis Antonio Rocha Santos        | 2         | 0.03%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido | Actor                              | No. Notas | % Notas |
|---------|------------------------------------|-----------|---------|
|         | Luis Enrique Villanueva Gómez      | 2         | 0.03%   |
|         | Luis Manuel Martín del Campo Barba | 3         | 0.05%   |
|         | Luz del Carmen García Gómez        | 5         | 0.09%   |
|         | Marco Valerio Pérez Gollaz         | 1         | 0.02%   |
|         | María de la Luz Mendoza Huerta     | 1         | 0.02%   |
|         | María del Rocío Corona Nakamura    | 31        | 0.54%   |
|         | María Elena de Anda Gutiérrez      | 3         | 0.05%   |
|         | María Esther Sherman Leaño         | 3         | 0.05%   |
|         | Mauricio Navarro Gárate            | 2         | 0.03%   |
|         | Miguel Alejandro Zúñiga Vega       | 2         | 0.03%   |
|         | Miguel Castro Reynoso              | 50        | 0.86%   |
|         | Nicolás Maestro Landeros           | 2         | 0.03%   |
|         | Olivia Guillén Padilla             | 1         | 0.02%   |
|         | Omar Hernández Hernández           | 8         | 0.14%   |
|         | Óscar Navarro Gómez                | 3         | 0.05%   |
|         | Ossiel Omar Niaves López           | 2         | 0.03%   |
|         | Pablo García Arias                 | 3         | 0.05%   |
|         | Patricia Roxana Chávez Gracián     | 1         | 0.02%   |
|         | Pedro Joaquín Coldwell             | 11        | 0.19%   |
|         | Quirino Velázquez Buenrostro       | 1         | 0.02%   |
|         | Rafael González Pimienta           | 111       | 1.92%   |
|         | Rafael González Redendiz           | 2         | 0.03%   |
|         | Rafael Yerena Zambrano             | 91        | 1.57%   |
|         | Ramiro Hernández García            | 76        | 1.31%   |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido   | Actor                           | No. Notas    | % Notas       |
|---|---------------------------------|--------------|---------------|
|   | Ramón Chávez Lara               | 11           | 0.19%         |
|   | Ricardo Ponce Orozco            | 2            | 0.03%         |
|   | Ricardo Villanueva Lomelí       | 1            | 0.02%         |
|   | Roberto Antonio Marrufo Torres  | 5            | 0.09%         |
|   | Roberto de Alba Macías          | 3            | 0.05%         |
|   | Rogelio Medina González         | 2            | 0.03%         |
|   | Rosalío Arredondo Chávez        | 1            | 0.02%         |
|   | Salvador Caro Cabrera           | 54           | 0.93%         |
|   | Salvador González Resendiz      | 17           | 0.29%         |
|   | Salvador Rizo Castelo           | 4            | 0.07%         |
|   | Sergio Armando Chávez Dávalos   | 15           | 0.26%         |
|   | Sergio Javier Otal Lobo         | 4            | 0.07%         |
|   | Sergio Martín Castellanos       | 1            | 0.02%         |
|   | Víctor Enrique González Jiménez | 1            | 0.02%         |
|   | Víctor Fernando Álvarez Íñiguez | 3            | 0.05%         |
|   | Violeta Moreno Haro             | 4            | 0.07%         |
| <b>Total Partido Revolucionario Institucional</b> |                                 | <b>2,431</b> | <b>42.05%</b> |
| Partido de la Revolución Democrática              | Andrés Manuel López Obrador     | 20           | 0.35%         |
|   | Armando Soltero Macías          | 19           | 0.33%         |
|   | Cecilia Macías García           | 1            | 0.02%         |
|   | Celia Fausto Lizaola            | 8            | 0.14%         |
|   | Efrén Álvarez López             | 1            | 0.02%         |
|   | Fernando Garza Martínez         | 22           | 0.38%         |
|   | Francisco Javier Álvarez Chávez | 1            | 0.02%         |



# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido   | Actor                           | No. Notas  | % Notas      |
|---|---------------------------------|------------|--------------|
| Partido de la Revolución Democrática              | Gabriel Pérez Pérez             | 1          | 0.02%        |
|   | Gregorio Dávalos Nuño           | 7          | 0.12%        |
|   | Institucional                   | 169        | 2.92%        |
|   | Jorge Ignacio Chavoya Gama      | 11         | 0.19%        |
|   | José Alberto López Damián       | 3          | 0.05%        |
|   | José Antonio Flores Plascencia  | 1          | 0.02%        |
|   | José Bladimir Arreola Álvarez   | 1          | 0.02%        |
|   | José de Jesús Márquez Antimo    | 3          | 0.05%        |
|   | José Luis Sánchez González      | 8          | 0.14%        |
|   | José Oscar López Susarrey       | 3          | 0.05%        |
|   | Juan Manuel Gutiérrez Santos    | 2          | 0.03%        |
|   | Karla Lizeth Jacobo López       | 1          | 0.02%        |
|   | Olga Araceli Gómez Flores       | 3          | 0.05%        |
|   | Raúl Padilla López              | 22         | 0.38%        |
|   | Raúl Vargas López               | 73         | 1.26%        |
|   | Roberto López González          | 37         | 0.64%        |
|   | Saúl Galindo Plazola            | 3          | 0.05%        |
| Silvano Hernández López                           | 2                               | 0.03%      |              |
| Víctor Manuel Páez Calvillo                       | 1                               | 0.02%      |              |
| <b>Total Partido de la Revolución Democrática</b> |                                 | <b>423</b> | <b>7.32%</b> |
| Partido del Trabajo                               | Amarante Gonzalo Gómez Alarcón  | 2          | 0.03%        |
|   | Institucional                   | 75         | 1.30%        |
|   | José Luis Villalvazo de la Cruz | 1          | 0.02%        |
|   | Juan Enrique Ibarra Pedroza     | 1          | 0.02%        |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR PRENSA

| Partido                                  | Actor                            | No. Notas | % Notas |
|--|----------------------------------|-----------|---------|
|  | Ricardo Ramírez Bravo            | 1         | 0.02%   |
| Total Partido del Trabajo                |                                  | 80        | 1.38%   |
| Movimiento Ciudadano                     | Institucional                    | 72        | 1.25%   |
|  | Julio García Sánchez             | 1         | 0.02%   |
| Total Movimiento Ciudadano               |                                  | 73        | 1.26%   |
| Partido Verde Ecologista de México       | Agustín Álvarez Valdivia         | 1         | 0.02%   |
|  | Enrique Aubry de Castro Palomino | 9         | 0.16%   |
|  | Institucional                    | 46        | 0.80%   |
|  | Jorge Legorreta Ordorica         | 1         | 0.02%   |
|  | Juan José Jiménez Parra          | 6         | 0.10%   |
| Total Partido Verde Ecologista de México |                                  | 63        | 1.09%   |
| Partido Nueva Alianza                    | Institucional                    | 19        | 0.33%   |
|  | Luis Castro Obregón              | 1         | 0.02%   |
| Total Partido Nueva Alianza              |                                  | 20        | 0.35%   |
| No Definido                              | Enrique Alfaro Ramírez           | 385       | 6.66%   |
|  | Ismael del Toro Castro           | 7         | 0.12%   |
| Total No Definido                        |                                  | 392       | 6.78%   |
| Total general                            |                                  | 5,781     | 100.00% |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido                 | Actor                           | Radio     |          | TV        |          | Total No. Notas | Total Duración |
|-------------------------|---------------------------------|-----------|----------|-----------|----------|-----------------|----------------|
|                         |                                 | No. Notas | Duración | No. Notas | Duración |                 |                |
| Partido Acción Nacional | Abraham Kunio González Uyeda    | 1         | 0:02:19  |           |          | 1               | 0:02:19        |
|                         | Agustín Gerardo Ortiz           | 2         | 0:11:48  |           |          | 2               | 0:11:48        |
|                         | Alberto Cárdenas Jiménez        | 317       | 20:42:05 | 33        | 1:31:41  | 350             | 22:13:46       |
|                         | Alfonso Gutiérrez Carranza      | 1         | 0:06:40  |           |          | 1               | 0:06:40        |
|                         | Alfonso Petersen Farah          | 529       | 34:26:29 | 116       | 3:35:29  | 645             | 38:01:58       |
|                         | Alonso Ulloa Vélez              | 267       | 18:51:02 | 52        | 2:27:31  | 319             | 21:18:33       |
|                         | Andrés Zermeño Barba            | 1         | 0:00:35  |           |          | 1               | 0:00:35        |
|                         | Carlos Luis Meillón Johnston    |           |          | 2         | 0:03:28  | 2               | 0:03:28        |
|                         | César Octavio Madrigal Díaz     | 136       | 12:33:21 | 7         | 0:34:08  | 143             | 13:07:29       |
|                         | Daniel Francisco Rodríguez Lira | 2         | 0:02:02  |           |          | 2               | 0:02:02        |
|                         | Daniel Rodríguez Lira           | 1         | 0:00:08  |           |          | 1               | 0:00:08        |
|                         | Erasmus Iturriaga Flores        | 1         | 0:03:20  |           |          | 1               | 0:03:20        |
|                         | Ernesto Javier Cordero Arroyo   | 5         | 0:08:44  |           |          | 5               | 0:08:44        |
|                         | Fernando De la Cruz Villa       | 1         | 0:04:50  |           |          | 1               | 0:04:50        |
|                         | Fernando Guzmán Pérez Peláez    | 796       | 56:07:32 | 169       | 5:19:04  | 965             | 61:26:36       |
|                         | Francisco Javier Ramírez Acuña  | 2         | 0:00:43  |           |          | 2               | 0:00:43        |
|                         | Guillermo Martínez Mora         | 3         | 0:19:30  |           |          | 3               | 0:19:30        |
|                         | Gustavo Macías Zambrano         | 1         | 0:01:30  |           |          | 1               | 0:01:30        |
|                         | Gustavo Madero Muñoz            | 4         | 0:12:53  |           |          | 4               | 0:12:53        |
|                         | Héctor Álvarez Contreras        | 18        | 0:49:48  |           |          | 18              | 0:49:48        |
|                         | Héctor Manuel Morán Gutiérrez   | 3         | 0:13:44  | 1         | 0:07:35  | 4               | 0:21:19        |
| Herbert Taylor Arthur   | 2                               | 0:20:22   |          |           | 2        | 0:20:22         |                |
| Humberto Muñoz Vargas   | 27                              | 1:51:04   |          |           | 27       | 1:51:04         |                |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido | Actor                                   | Radio     |          | TV        |          | Total No. Notas | Total Duración |
|---------|---|-----------|----------|-----------|----------|-----------------|----------------|
|         |   | No. Notas | Duración | No. Notas | Duración |                 |                |
|         | Institucional                           | 491       | 28:49:12 | 47        | 2:27:30  | 538             | 31:16:42       |
|         | Jesús Ruiz Higuera                      | 4         | 0:27:20  |           |          | 4               | 0:27:20        |
|         | Jorge Héctor Sanz Cerrada Gómez Palacio | 39        | 2:14:42  | 4         | 0:13:11  | 43              | 2:27:53        |
|         | Jorge Salinas Osornio                   | 3         | 0:15:03  |           |          | 3               | 0:15:03        |
|         | Jorge Sánchez Martínez                  | 1         | 0:00:38  |           |          | 1               | 0:00:38        |
|         | Jorge Vizcarra Mayorga                  | 6         | 0:07:39  |           |          | 6               | 0:07:39        |
|         | José Antonio Elvira de la Torre         | 1         | 0:01:22  |           |          | 1               | 0:01:22        |
|         | José del Carmen Rubio Hernández         | 2         | 0:10:14  |           |          | 2               | 0:10:14        |
|         | José Hernán Cortés Berumen              | 267       | 22:26:26 | 99        | 2:53:48  | 366             | 25:20:14       |
|         | José María Martínez Martínez            | 12        | 0:31:27  |           |          | 12              | 0:31:27        |
|         | Josefina Eugenia Vázquez Mota           |           |          | 1         | 0:00:57  | 1               | 0:00:57        |
|         | Juan José Cuevas García                 | 2         | 0:09:28  |           |          | 2               | 0:09:28        |
|         | Juan Manuel Arellano Vega               | 1         | 0:00:09  |           |          | 1               | 0:00:09        |
|         | Luis Alberto Michel Rodríguez           | 25        | 1:25:35  |           |          | 25              | 1:25:35        |
|         | Luis Héctor Álvarez Álvarez             | 4         | 0:04:19  |           |          | 4               | 0:04:19        |
|         | Maricarmen Mendoza Flores               | 24        | 1:45:28  | 3         | 0:00:48  | 27              | 1:46:16        |
|         | Martín Hernández Balderas               | 3         | 0:06:06  |           |          | 3               | 0:06:06        |
|         | Miguel Ángel Monraz Ibarra              | 109       | 5:06:26  | 14        | 0:27:00  | 123             | 5:33:26        |
|         | Miguel Zárate Hernández                 | 109       | 11:04:54 | 7         | 0:42:07  | 116             | 11:47:01       |
|         | Pedro Ruíz Higuera                      |           |          | 1         | 0:00:22  | 1               | 0:00:22        |
|         | Ramón Demetrio Guerrero Martínez        | 105       | 7:49:19  | 7         | 0:16:49  | 112             | 8:06:08        |
|         | Rubén Medina Reyes                      | 3         | 0:01:59  |           |          | 3               | 0:01:59        |
|         | Santiago Creel Miranda                  | 13        | 0:51:20  | 1         | 0:03:45  | 14              | 0:55:05        |



# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido                              | Actor                           | Radio     |           | TV        |          | Total No. Notas | Total Duración |
|--------------------------------------|---------------------------------|-----------|-----------|-----------|----------|-----------------|----------------|
|                                      |                                 | No. Notas | Duración  | No. Notas | Duración |                 |                |
|                                      | Sergio Grajeda Ramos            |           |           | 1         | 0:07:28  | 1               | 0:07:28        |
| Total Partido Acción Nacional        |                                 | 3344      | 230:39:35 | 565       | 20:52:41 | 3909            | 251:32:16      |
| Partido Revolucionario Institucional | Adrián Méndez González          | 58        | 2:52:13   |           |          | 58              | 2:52:13        |
|                                      | Adrián Octavio Salinas Tostado  | 2         | 0:10:10   |           |          | 2               | 0:10:10        |
|                                      | Adrián Salinas Tostado          | 3         | 0:02:36   | 1         | 0:01:05  | 4               | 0:03:41        |
|                                      | Alejandro Elizondo Verduzco     | 2         | 0:02:51   |           |          | 2               | 0:02:51        |
|                                      | Alejandro Ozuna Rivera          | 1         | 0:00:18   | 3         | 0:06:12  | 4               | 0:06:30        |
|                                      | Alfredo Barba Mariscal          | 41        | 1:43:17   | 11        | 0:12:48  | 52              | 1:56:05        |
|                                      | Amado Leal de la Cruz           | 1         | 0:01:32   |           |          | 1               | 0:01:32        |
|                                      | Ana Bertha Guzmán Alatorre      | 20        | 1:24:54   | 2         | 0:09:04  | 22              | 1:33:58        |
|                                      | Andrés González Palomera        | 50        | 3:22:11   |           |          | 50              | 3:22:11        |
|                                      | Anselmo Abrica Chávez           | 1         | 0:01:38   |           |          | 1               | 0:01:38        |
|                                      | Arturo Zamora Jiménez           | 25        | 1:29:08   | 4         | 0:03:16  | 29              | 1:32:24        |
|                                      | Carlos Alberto Briseño Becerra  | 1         | 0:02:44   |           |          | 1               | 0:02:44        |
|                                      | Carlos Horacio Rojas Esparza    | 3         | 0:04:43   |           |          | 3               | 0:04:43        |
|                                      | Carlos Manuel García Arellano   | 1         | 0:03:11   |           |          | 1               | 0:03:11        |
|                                      | Cecilia González Gómez          | 2         | 0:01:47   |           |          | 2               | 0:01:47        |
|                                      | César Gerardo Esquivias Garduño | 2         | 0:11:50   |           |          | 2               | 0:11:50        |
|                                      | Clara Gómez Caro                | 1         | 0:00:20   |           |          | 1               | 0:00:20        |
|                                      | Claudia Delgadillo González     | 28        | 2:08:30   | 2         | 0:03:49  | 30              | 2:12:19        |
|                                      | Edgar Oswaldo Bañales Orozco    | 3         | 0:14:43   |           |          | 3               | 0:14:43        |
|                                      | Eduardo Almaguer Ramírez        | 91        | 6:27:33   | 8         | 0:32:50  | 99              | 7:00:23        |
|                                      | Elías Vélez Saldívar            | 1         | 0:00:43   |           |          | 1               | 0:00:43        |

# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido | Actor                            | Radio     |          | TV        |          | Total No. Notas | Total Duración |
|---------|----------------------------------|-----------|----------|-----------|----------|-----------------|----------------|
|         |                                  | No. Notas | Duración | No. Notas | Duración |                 |                |
|         | Joaquín Antonio Portilla Wolf    | 1         | 0:03:20  |           |          | 1               | 0:03:20        |
|         | Joel González Díaz               | 1         | 0:02:18  | 1         | 0:01:54  | 2               | 0:04:12        |
|         | Jorge Arana Arana                | 36        | 3:13:48  | 2         | 0:01:01  | 38              | 3:14:49        |
|         | Jorge Aristóteles Sandoval Díaz  | 887       | 52:46:01 | 156       | 4:26:38  | 1043            | 57:12:39       |
|         | Jorge Luis García Delgado        | 9         | 0:30:04  |           |          | 9               | 0:30:04        |
|         | José Brizuela López              | 4         | 0:28:45  |           |          | 4               | 0:28:45        |
|         | José Juan Gabriel Salcedo Angulo | 2         | 0:19:32  |           |          | 2               | 0:19:32        |
|         | José Luis Orozco Sánchez Aldana  | 2         | 0:02:51  |           |          | 2               | 0:02:51        |
|         | José Trinidad Padilla López      | 35        | 1:56:46  | 2         | 0:04:51  | 37              | 2:01:37        |
|         | Juan Alberto Márquez de Anda     | 1         | 0:02:41  |           |          | 1               | 0:02:41        |
|         | Juan Antonio Mateos Nuño         | 4         | 0:06:57  |           |          | 4               | 0:06:57        |
|         | Juan José Frangie Saade          | 6         | 0:12:52  |           |          | 6               | 0:12:52        |
|         | Juan Manuel Alatorre Franco      | 15        | 1:06:37  | 1         | 0:02:45  | 16              | 1:09:22        |
|         | Juan Rafael Mejorada Flores      |           |          | 2         | 0:00:50  | 2               | 0:00:50        |
|         | Laura Valeria Guzmán Vázquez     | 4         | 0:07:47  |           |          | 4               | 0:07:47        |
|         | Leobardo Alcalá Padilla          | 34        | 2:27:02  | 5         | 0:11:34  | 39              | 2:38:36        |
|         | Luis Antonio Rocha Santos        | 2         | 0:18:29  | 3         | 0:01:43  | 5               | 0:20:12        |
|         | Luis Enrique González Murillo    | 7         | 0:18:12  | 1         | 0:02:36  | 8               | 0:20:48        |
|         | Luis Enrique Villanueva Gómez    | 1         | 0:05:01  |           |          | 1               | 0:05:01        |
|         | Luz del Carmen García Gómez      | 4         | 1:52:26  |           |          | 4               | 1:52:26        |
|         | Manuel Huerta González           |           |          | 3         | 0:06:37  | 3               | 0:06:37        |
|         | María del Rocío Corona Nakamura  | 67        | 5:45:51  | 12        | 0:33:53  | 79              | 6:19:44        |
|         | María Esther Sherman Leaño       | 3         | 0:08:33  |           |          | 3               | 0:08:33        |



# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido   | Actor                             | Radio       |                  | TV         |                 | Total No. Notas | Total Duración   |
|---|-----------------------------------|-------------|------------------|------------|-----------------|-----------------|------------------|
|   |                                   | No. Notas   | Duración         | No. Notas  | Duración        |                 |                  |
|   | Mauricio Navarro Gárate           | 17          | 0:15:56          | 5          | 0:05:07         | 22              | 0:21:03          |
|   | Miguel Castro Reynoso             | 152         | 9:11:38          | 29         | 1:07:57         | 181             | 10:19:35         |
|   | Pablo César Radillo Urista        | 2           | 0:04:23          |            |                 | 2               | 0:04:23          |
|   | Pablo García Arias                | 31          | 0:36:24          | 3          | 0:02:31         | 34              | 0:38:55          |
|   | Patricia Elena Retamoza Vega      | 2           | 0:09:20          |            |                 | 2               | 0:09:20          |
|   | Paulo Gabriel Hernández Hernández | 1           | 0:05:52          |            |                 | 1               | 0:05:52          |
|   | Pedro Joaquín Coldwell            | 16          | 1:21:41          | 2          | 0:07:25         | 18              | 1:29:06          |
|   | Rafael Castellanos                | 1           | 0:02:39          |            |                 | 1               | 0:02:39          |
|   | Rafael González Pimienta          | 176         | 12:46:08         | 19         | 1:14:41         | 195             | 14:00:49         |
|   | Rafael González Redendiz          | 8           | 0:31:33          |            |                 | 8               | 0:31:33          |
|   | Rafael Yerena Zambrano            | 5           | 0:07:34          |            |                 | 5               | 0:07:34          |
|   | Ramiro Hernández García           | 108         | 7:10:43          | 7          | 0:13:08         | 115             | 7:23:51          |
|   | Ramón Chávez Lara                 | 16          | 1:16:14          |            |                 | 16              | 1:16:14          |
|   | Roberto Antonio Marrufo Torres    | 18          | 0:40:52          | 3          | 0:04:52         | 21              | 0:45:44          |
|   | Roberto de Alba Macías            | 1           | 0:00:48          |            |                 | 1               | 0:00:48          |
|   | Rosalío Arredondo Chávez          | 1           | 0:03:04          |            |                 | 1               | 0:03:04          |
|   | Salvador Caro Cabrera             | 180         | 10:52:54         | 20         | 1:04:39         | 200             | 11:57:33         |
|   | Salvador González Resendiz        | 2           | 0:08:08          |            |                 | 2               | 0:08:08          |
|   | Salvador Sigala Quintero          | 1           | 0:01:31          |            |                 | 1               | 0:01:31          |
|   | Sergio Armando Chávez Dávalos     | 33          | 2:05:51          |            |                 | 33              | 2:05:51          |
|   | Teresa López Hernández            | 1           | 0:01:29          |            |                 | 1               | 0:01:29          |
| <b>Total Partido Revolucionario Institucional</b> |                                   | <b>3211</b> | <b>199:32:17</b> | <b>408</b> | <b>14:57:23</b> | <b>3619</b>     | <b>214:29:40</b> |
| Partido de la Revolución Democrática              | Andrés Manuel López Obrador       | 26          | 1:54:03          | 2          | 0:11:30         | 28              | 2:05:33          |

# RESUMEN NOTAS INFORMATIVAS

## POR PARTIDO Y ACTOR

## RADIO - TV

| Partido   | Actor                                 | Radio      |                 | TV         |                | Total No. Notas | Total Duración  |
|---|---------------------------------------|------------|-----------------|------------|----------------|-----------------|-----------------|
|   |                                       | No. Notas  | Duración        | No. Notas  | Duración       |                 |                 |
|   | Armando Soltero Macías                | 8          | 0:25:22         |            |                | 8               | 0:25:22         |
|   | Celia Fausto Lizaola                  | 45         | 5:46:01         | 4          | 0:41:10        | 49              | 6:27:11         |
|   | Efrén Álvarez López                   | 6          | 0:42:20         |            |                | 6               | 0:42:20         |
|   | Fernando Garza Martínez               | 64         | 8:22:58         | 4          | 0:50:58        | 68              | 9:13:56         |
|   | Fernando Sánchez Castelleno           | 2          | 0:12:35         |            |                | 2               | 0:12:35         |
|   | Fernando Vargas Manríquez             | 1          | 0:00:45         |            |                | 1               | 0:00:45         |
|   | Francisco Juárez Piña                 | 7          | 0:22:38         | 1          | 0:03:14        | 8               | 0:25:52         |
|   | Guillermo González Delgadillo         | 1          | 0:01:59         |            |                | 1               | 0:01:59         |
|   | Institucional                         | 360        | 25:53:35        | 42         | 2:45:49        | 402             | 28:39:24        |
|   | Jorge Ignacio Chavoya Gama            | 6          | 0:40:36         |            |                | 6               | 0:40:36         |
|   | José Antonio Macías González          | 7          | 0:22:45         | 1          | 0:03:15        | 8               | 0:26:00         |
|   | José de Jesús Zambrano Grijalva       | 7          | 0:28:00         |            |                | 7               | 0:28:00         |
|   | José Luis Sánchez González            | 6          | 0:21:42         |            |                | 6               | 0:21:42         |
|   | Olga Araceli Gómez Flores             | 7          | 0:10:43         |            |                | 7               | 0:10:43         |
|   | Raúl Padilla López                    | 9          | 0:25:30         | 3          | 0:08:44        | 12              | 0:34:14         |
|   | Raúl Vargas López                     | 200        | 11:47:04        | 20         | 0:54:55        | 220             | 12:41:59        |
|   | Roberto López González                | 189        | 14:04:24        | 32         | 1:42:31        | 221             | 15:46:55        |
|   | Salvador Magaña Martínez              | 1          | 0:02:02         |            |                | 1               | 0:02:02         |
|   | Sergio Barba Salcido                  | 7          | 0:22:31         | 1          | 0:03:13        | 8               | 0:25:44         |
|   | Sergio Ricardo Serrano Vidal          | 2          | 0:11:00         |            |                | 2               | 0:11:00         |
| <b>Total Partido de la Revolución Democrática</b> |                                       | <b>961</b> | <b>72:38:33</b> | <b>110</b> | <b>7:25:19</b> | <b>1071</b>     | <b>80:03:52</b> |
| <b>Partido del Trabajo</b>                        | <b>Amarante Gonzalo Gómez Alarcón</b> | <b>5</b>   | <b>0:21:20</b>  |            |                | <b>5</b>        | <b>0:21:20</b>  |
|   | <b>Institucional</b>                  | <b>183</b> | <b>12:30:09</b> | <b>24</b>  | <b>1:14:01</b> | <b>207</b>      | <b>13:44:10</b> |





# RESUMEN NOTAS INFORMATIVAS POR PARTIDO Y ACTOR

## RADIO - TV

| Partido                                  | Actor                             | Radio     |           | TV        |          | Total No. Notas | Total Duración |
|--|-----------------------------------|-----------|-----------|-----------|----------|-----------------|----------------|
|  |                                   | No. Notas | Duración  | No. Notas | Duración |                 |                |
|  | Juan Enrique Ibarra Pedroza       | 10        | 0:54:56   |           |          | 10              | 0:54:56        |
| Total Partido del Trabajo                |                                   | 198       | 13:46:25  | 24        | 1:14:01  | 222             | 15:00:26       |
| Movimiento Ciudadano                     | Institucional                     | 175       | 12:12:03  | 19        | 1:05:07  | 194             | 13:17:10       |
|  | Julio García Sánchez              | 3         | 0:08:50   |           |          | 3               | 0:08:50        |
| Total Movimiento Ciudadano               |                                   | 178       | 12:20:53  | 19        | 1:05:07  | 197             | 13:26:00       |
| Partido Verde Ecologista de México       | Enrique Aubry de Castro Palomino  | 21        | 1:49:19   | 1         | 0:08:01  | 22              | 1:57:20        |
|  | Felipe de Jesús Hernández Sánchez | 1         | 0:05:28   |           |          | 1               | 0:05:28        |
|  | Institucional                     | 67        | 5:36:55   | 13        | 0:37:21  | 80              | 6:14:16        |
|  | Juan José Jiménez Parra           | 1         | 0:05:06   |           |          | 1               | 0:05:06        |
| Total Partido Verde Ecologista de México |                                   | 90        | 7:36:48   | 14        | 0:45:22  | 104             | 8:22:10        |
| Partido Nueva Alianza                    | Institucional                     | 4         | 0:09:37   | 3         | 0:05:40  | 7               | 0:15:17        |
|  | Lorenzo Moccia Sandoval           | 1         | 0:04:05   | 7         | 0:18:43  | 8               | 0:22:48        |
| Total Partido Nueva Alianza              |                                   | 5         | 0:13:42   | 10        | 0:24:23  | 15              | 0:38:05        |
| No Definido                              | Enrique Alfaro Ramírez            | 828       | 57:54:50  | 115       | 5:29:22  | 943             | 63:24:12       |
|  | Ismael del Toro Castro            | 16        | 0:47:06   | 4         | 0:03:31  | 20              | 0:50:37        |
| Total No Definido                        |                                   | 844       | 58:41:56  | 119       | 5:32:53  | 963             | 64:14:49       |
| Total general                            |                                   | 8831      | 595:30:09 | 1269      | 52:17:09 | 10100           | 647:47:18      |

# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio | Nombre Medio  | calificacion | PAN | PRI | PRD | PT | Mov.<br>Ciudadano | PVEM | PNA | No Definido | Total |      |
|-------|---------------|--------------|-----|-----|-----|----|-------------------|------|-----|-------------|-------|------|
| Radio | CANAL 58      | Negativa     | 9   | 4   |     |    |                   |      |     | 1           | 14    |      |
|       |               | Neutra       | 75  | 69  | 17  | 4  | 4                 | 1    |     | 13          | 183   |      |
|       |               | Positiva     | 2   |     |     |    |                   |      |     |             | 2     |      |
|       | CAÑAVERAL     | Neutra       | 12  | 8   | 6   | 1  | 1                 |      |     | 2           | 30    |      |
|       | CIUDAD 1480   | Negativa     | 1   | 8   |     |    |                   |      |     |             |       | 9    |
|       |               | Neutra       | 68  | 99  | 42  | 3  | 4                 | 2    |     |             | 29    | 247  |
|       | DK1250        | Negativa     | 10  | 12  | 1   |    |                   |      |     | 1           | 4     | 28   |
|       |               | Neutra       | 461 | 564 | 142 | 18 | 14                | 17   | 3   |             | 154   | 1373 |
|       |               | Positiva     | 5   | 2   | 1   |    |                   |      |     |             | 6     | 14   |
|       | EXPLOSIVA     | Negativa     | 9   | 8   |     |    |                   |      |     |             | 1     | 18   |
|       |               | Neutra       | 147 | 133 | 33  | 10 | 8                 | 3    |     |             | 24    | 358  |
|       |               | Positiva     |     | 1   |     |    |                   |      |     |             |       | 1    |
|       | KE BUENA      | Neutra       | 25  | 42  | 2   |    |                   |      |     | 1           | 70    |      |
|       | LA MEJOR      | Neutra       | 13  | 7   | 2   |    |                   | 1    |     | 1           | 24    |      |
|       | LA PATRONA    | Negativa     | 8   | 4   |     |    |                   |      |     |             |       | 12   |
|       |               | Neutra       | 98  | 140 | 32  | 2  | 2                 | 4    |     |             |       | 278  |
|       |               | Positiva     |     | 2   |     |    |                   |      |     |             |       | 2    |
|       | MEJOR         | Neutra       | 2   |     |     |    |                   |      |     |             | 2     |      |
|       | MEXICANA      | Neutra       | 22  | 15  | 3   | 1  | 1                 |      |     |             | 2     | 44   |
|       |               | Positiva     | 1   |     |     |    |                   |      |     |             |       | 1    |
|       | MIX           | Neutra       | 6   | 18  |     |    |                   |      |     |             |       | 24   |
|       | OFERTAS       | Negativa     | 1   | 2   |     |    |                   |      |     |             |       | 3    |
|       |               | Neutra       | 25  | 39  | 10  | 3  | 3                 |      |     |             | 12    | 92   |
|       | PRISMA        | Neutra       |     | 3   | 2   |    |                   |      |     |             | 1     | 6    |
|       | RADIO ALEGRIA | Neutra       |     | 3   | 2   |    |                   |      |     |             |       | 5    |

# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio | Nombre Medio      | calificacion | PAN | PRI | PRD | PT | Mov.<br>Ciudadano | PVEM | PNA | No Definido | Total |
|-------|-------------------|--------------|-----|-----|-----|----|-------------------|------|-----|-------------|-------|
|       | RADIO FORMULA GDL | Negativa     | 9   | 8   | 1   |    |                   |      |     | 2           | 20    |
|       |                   | Neutra       | 327 | 270 | 74  | 18 | 15                | 7    |     | 62          | 773   |
|       |                   | Positiva     |     | 2   |     |    |                   |      |     |             | 2     |
|       | RADIO JALISCIENSE | Negativa     | 2   | 1   |     |    |                   |      |     | 1           | 4     |
|       |                   | Neutra       | 56  | 20  | 9   | 4  | 3                 | 2    |     | 11          | 105   |
|       |                   | Positiva     |     |     |     |    |                   |      |     |             |       |
|       | RADIO JALISCO     | Negativa     | 4   | 2   |     |    |                   |      |     | 2           | 8     |
|       |                   | Neutra       | 113 | 40  | 18  | 8  | 6                 | 4    |     | 22          | 211   |
|       |                   | Positiva     |     |     |     |    |                   |      |     |             |       |
|       | RADIO METROPOLI   | Negativa     | 20  | 14  |     |    |                   |      |     | 1           | 35    |
|       |                   | Neutra       | 371 | 401 | 150 | 38 | 37                | 7    |     | 146         | 1150  |
|       |                   | Positiva     |     | 1   |     |    |                   |      |     | 2           | 3     |
|       | RADIO NOTICIAS    | Negativa     | 5   | 6   |     | 1  | 1                 |      |     | 1           | 14    |
|       |                   | Neutra       | 209 | 232 | 51  | 10 | 10                | 2    |     | 43          | 557   |
|       |                   | Positiva     |     |     |     |    |                   |      |     |             |       |
|       | RADIO U DE G      | Negativa     | 6   |     |     |    |                   |      |     |             | 6     |
|       |                   | Neutra       | 115 | 109 | 40  | 8  | 7                 | 4    |     | 29          | 312   |
|       |                   | Positiva     |     | 2   |     |    |                   |      |     |             | 2     |
|       | RADIO UDG         | Negativa     | 11  |     |     |    |                   |      |     |             | 11    |
|       |                   | Neutra       | 216 | 186 | 70  | 14 | 14                | 7    |     | 52          | 559   |
|       |                   | Positiva     |     | 4   |     |    |                   |      |     |             | 4     |
|       | SENSACION         | Neutra       | 40  | 25  | 5   |    |                   | 5    |     | 2           | 77    |
|       | TAPATIA           | Neutra       | 5   | 7   | 8   | 1  | 1                 |      |     | 7           | 29    |
|       | UDG               | Negativa     | 21  |     |     |    |                   |      |     |             | 21    |
|       |                   | Neutra       | 426 | 378 | 142 | 30 | 30                | 13   |     | 105         | 1124  |
|       |                   | Positiva     |     | 8   |     |    |                   |      |     |             | 8     |
|       | W RADIO           | Negativa     | 2   | 2   |     |    |                   |      |     | 2           | 6     |
|       |                   | Neutra       | 164 | 161 | 45  | 12 | 6                 | 7    | 1   | 51          | 447   |



# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio              | Nombre Medio        | calificacion | PAN         | PRI         | PRD        | PT         | Mov.<br>Ciudadano | PVEM      | PNA      | No Definido | Total       |
|--------------------|---------------------|--------------|-------------|-------------|------------|------------|-------------------|-----------|----------|-------------|-------------|
|                    |                     | Positiva     |             |             |            |            |                   |           |          | 1           | 1           |
|                    | ZONA TRES           | Negativa     | 3           | 6           |            |            |                   |           |          | 1           | 10          |
|                    |                     | Neutra       | 216         | 142         | 53         | 12         | 11                | 4         |          | 49          | 487         |
|                    |                     | Positiva     | 3           | 1           |            |            |                   |           |          | 1           | 5           |
| <b>Total Radio</b> |                     |              | <b>3344</b> | <b>3211</b> | <b>961</b> | <b>198</b> | <b>178</b>        | <b>90</b> | <b>5</b> | <b>844</b>  | <b>8831</b> |
| Prensa             | 4o Poder            | Neutra       | 36          | 22          | 9          | 2          | 2                 | 7         |          | 7           | 85          |
|                    |                     | Positiva     |             |             | 1          |            |                   |           |          | 1           | 2           |
|                    | Crítica             | Negativa     | 2           | 5           |            |            |                   |           |          | 1           | 8           |
|                    |                     | Neutra       | 68          | 76          | 10         |            |                   | 2         |          | 13          | 169         |
|                    |                     | Positiva     |             | 8           |            |            |                   |           |          |             | 8           |
|                    | Diario de los Altos | Negativa     |             | 1           |            |            |                   |           |          |             | 1           |
|                    |                     | Neutra       | 36          | 51          | 5          |            |                   |           |          | 5           | 97          |
|                    | El Arandense        | Negativa     | 3           | 2           |            |            |                   |           |          |             | 5           |
|                    |                     | Neutra       | 108         | 47          | 6          |            |                   | 2         | 1        | 3           | 167         |
|                    |                     | Positiva     | 1           | 2           |            |            |                   |           |          |             | 3           |
|                    | El Informador       | Negativa     | 8           | 2           |            |            |                   |           |          |             | 10          |
|                    |                     | Neutra       | 166         | 136         | 32         | 8          | 7                 | 1         | 1        | 45          | 396         |
|                    |                     | Positiva     | 3           |             |            |            |                   |           |          | 1           | 4           |
|                    | El Occidental       | Negativa     | 12          | 7           | 1          |            |                   |           |          | 1           | 21          |
|                    |                     | Neutra       | 180         | 278         | 33         | 8          | 7                 | 7         | 2        | 43          | 558         |
|                    |                     | Positiva     | 1           |             |            |            |                   |           |          |             | 1           |
|                    | El respetable       | Negativa     | 4           | 1           |            |            |                   |           |          |             | 5           |
|                    |                     | Neutra       | 47          | 72          | 12         |            |                   | 1         | 1        | 14          | 147         |
|                    |                     | Positiva     |             | 1           |            |            |                   |           |          |             | 1           |
|                    | El Travieso         | Neutra       | 5           | 1           | 1          |            |                   |           |          |             | 7           |

# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio           | Nombre Medio                   | calificacion | PAN | PRI | PRD | PT | Mov.<br>Ciudadano | PVEM | PNA | No Definido | Total |    |
|-----------------|--------------------------------|--------------|-----|-----|-----|----|-------------------|------|-----|-------------|-------|----|
|                 | Informativo del Sur de Jalisco | Neutra       | 54  | 39  | 2   | 2  |                   | 2    |     | 1           | 100   |    |
|                 |                                | Positiva     |     | 1   |     |    |                   |      |     |             | 1     |    |
|                 | La Jornada Jalisco             | Negativa     | 13  | 8   | 2   |    |                   |      |     |             | 23    |    |
|                 |                                | Neutra       | 171 | 264 | 79  | 23 | 20                | 6    | 2   | 77          | 642   |    |
|                 |                                | Positiva     | 2   |     |     |    |                   |      |     | 2           | 4     |    |
|                 | La Voz del sur de Jalisco      | Negativa     | 1   |     |     |    |                   |      |     |             | 1     |    |
|                 |                                | Neutra       | 8   | 15  |     |    |                   |      |     |             | 23    |    |
|                 | Meridiano Puerto Vallarta      | Negativa     | 4   | 6   |     |    |                   |      |     |             | 1     | 11 |
|                 |                                | Neutra       | 175 | 165 | 4   | 1  | 1                 | 7    | 2   |             | 355   |    |
|                 |                                | Positiva     | 15  | 6   |     |    |                   |      |     |             | 21    |    |
|                 | Milenio Jalisco                | Negativa     | 2   | 4   |     |    |                   |      |     |             | 6     |    |
|                 |                                | Neutra       | 178 | 210 | 58  | 11 | 14                | 8    | 1   | 54          | 534   |    |
|                 |                                | Positiva     |     | 1   |     |    |                   |      |     | 1           | 2     |    |
|                 | Mural                          | Negativa     | 9   | 8   | 1   |    |                   |      |     |             | 18    |    |
|                 |                                | Neutra       | 223 | 166 | 45  | 10 | 8                 | 5    | 1   | 51          | 509   |    |
|                 |                                | Positiva     |     | 1   |     |    |                   |      |     | 1           | 2     |    |
|                 | Notiarandas                    | Neutra       | 35  | 17  | 4   |    |                   | 1    |     | 1           | 58    |    |
|                 | Opiniones de la Costa          | Neutra       | 12  | 8   | 7   | 2  | 1                 | 1    | 1   | 2           | 34    |    |
|                 | Periódico A. M.                | Negativa     | 1   |     |     |    |                   |      |     |             | 1     |    |
|                 |                                | Neutra       | 30  | 30  | 8   | 3  | 3                 |      |     | 3           | 77    |    |
|                 | Positiva                       |              |     |     |     |    |                   |      | 1   | 1           |       |    |
| Proceso Jalisco | Negativa                       | 4            | 3   | 1   |     |    |                   |      |     | 1           | 9     |    |
|                 | Neutra                         | 11           | 15  | 2   | 1   | 1  |                   |      | 5   | 35          |       |    |
| Redes del lago  | Negativa                       | 1            |     |     |     |    |                   |      |     | 1           |       |    |
|                 | Neutra                         | 7            | 5   | 2   |     |    |                   |      |     | 14          |       |    |

# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio               | Nombre Medio                 | calificacion | PAN         | PRI         | PRD        | PT        | Mov.<br>Ciudadano | PVEM      | PNA       | No Definido | Total       |
|---------------------|------------------------------|--------------|-------------|-------------|------------|-----------|-------------------|-----------|-----------|-------------|-------------|
|                     |                              | Positiva     |             | 1           |            |           |                   |           |           |             | 1           |
|                     | Revista Portada de México    | Negativa     | 1           |             | 1          |           |                   |           |           |             | 2           |
|                     |                              | Neutra       | 32          | 35          | 10         | 3         | 3                 | 1         | 2         | 9           | 95          |
|                     | Riviera Nayarit Opina        | Neutra       | 2           | 8           |            |           |                   | 1         |           |             | 11          |
|                     | Semanario Conciencia Pública | Negativa     | 5           | 2           |            |           |                   |           |           |             | 7           |
|                     |                              | Neutra       | 107         | 111         | 30         | 2         | 2                 |           | 2         | 28          | 282         |
|                     | Tribuna de la bahía          | Negativa     | 3           | 5           |            |           |                   |           |           |             | 8           |
|                     |                              | Neutra       | 180         | 170         | 23         | 3         | 3                 | 2         | 2         | 3           | 386         |
|                     |                              | Positiva     | 1           | 1           |            |           |                   |           |           |             | 2           |
|                     | Vallarta Opina               | Negativa     | 8           | 3           |            |           |                   |           |           |             | 11          |
|                     |                              | Neutra       | 295         | 394         | 32         | 1         | 1                 | 8         | 2         | 15          | 748         |
|                     |                              | Positiva     | 6           | 5           |            |           |                   |           |           | 1           | 12          |
|                     | Voz del norte                | Negativa     | 2           |             |            |           |                   |           |           |             | 2           |
|                     |                              | Neutra       | 21          | 12          | 2          |           |                   | 1         |           | 1           | 37          |
| <b>Total Prensa</b> |                              |              | <b>2299</b> | <b>2431</b> | <b>423</b> | <b>80</b> | <b>73</b>         | <b>63</b> | <b>20</b> | <b>392</b>  | <b>5781</b> |
| <b>TV</b>           | <b>AZTECA 13</b>             | Neutra       | 4           | 4           |            |           |                   |           |           | 2           | 10          |
|                     |                              | Positiva     |             | 1           |            |           |                   |           |           |             | 1           |
|                     | <b>C7</b>                    | Neutra       | 19          | 8           | 8          | 2         | 1                 |           |           | 5           | 43          |
|                     | <b>CANAL 8</b>               | Negativa     | 1           | 1           |            |           |                   |           |           |             | 2           |
|                     |                              | Neutra       | 90          | 72          | 17         | 6         | 6                 | 4         |           | 30          | 225         |
|                     |                              | Positiva     | 1           |             |            |           |                   |           |           |             | 1           |
|                     | <b>GDL</b>                   | Negativa     |             |             |            |           |                   |           |           | 1           | 1           |
|                     |                              | Neutra       | 222         | 129         | 26         | 8         | 5                 | 3         | 10        | 31          | 434         |
|                     |                              | Positiva     | 1           | 1           |            |           |                   |           |           |             | 2           |
|                     | <b>MEGACANAL</b>             | Neutra       | 34          | 39          | 5          |           |                   | 1         |           | 9           | 88          |



# RESUMEN NOTAS INFORMATIVAS POR MEDIO, PARTIDO Y VALORACIÓN PRENSA – RADIO - TV

| Medio                | Nombre Medio           | calificacion | PAN         | PRI         | PRD         | PT         | Mov.<br>Ciudadano | PVEM       | PNA       | No Definido | Total        |
|----------------------|------------------------|--------------|-------------|-------------|-------------|------------|-------------------|------------|-----------|-------------|--------------|
|                      | ONCE TV                | Neutra       | 1           |             |             |            |                   |            |           |             | 1            |
|                      | SISTEMA JALISCIENSE C7 | Neutra       | 17          | 11          | 1           |            |                   | 1          |           |             | 30           |
|                      | TV GUADALAJARA         | Neutra       | 54          | 29          | 13          |            |                   | 1          |           | 13          | 110          |
|                      | UDG TV                 | Negativa     | 6           |             |             |            |                   |            |           |             | 6            |
|                      |                        | Neutra       | 115         | 111         | 40          | 8          | 7                 | 4          |           | 28          | 313          |
|                      |                        | Positiva     |             | 2           |             |            |                   |            |           |             | 2            |
| <b>Total TV</b>      |                        |              | <b>565</b>  | <b>408</b>  | <b>110</b>  | <b>24</b>  | <b>19</b>         | <b>14</b>  | <b>10</b> | <b>119</b>  | <b>1269</b>  |
| <b>Total general</b> |                        |              | <b>6208</b> | <b>6050</b> | <b>1494</b> | <b>302</b> | <b>270</b>        | <b>167</b> | <b>35</b> | <b>1355</b> | <b>15881</b> |