



# Acuse de Recibo



Sistema de Monitoreo de Indicadores de  
Desempeño

## Datos del Programa Presupuestario

Institución: 103 - PUEBLA COMUNICACIONES  
Programa presupuestario: E054 - COMUNICACION DE LA ACTIVIDAD GUBERNAMENTAL  
Unidad Responsable del PP: OPCO - PUEBLA COMUNICACIONES  
Enlace:

## Datos de Recibo

Folio: 000001614

Tipo de Documento: Reporte de avance de cumplimiento de indicadores estratégicos

Ejercicio Fiscal: 2018 Período: Noviembre - Diciembre

Registrado en: Sistema de Monitoreo de Indicadores de Desempeño (SIMIDE)

Fecha: 21/01/2019 Hora: 10:55:28a.m.

Observaciones: SIN OBSERVACIONES

Indicadores:

- PORCENTAJE DE ENTIDADES FEDERATIVAS QUE RECIBEN LA DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL EN LOS MEDIOS DE COMUNICACION (FIN)
- PORCENTAJE DE INSTITUCIONES DEL SECTOR PUBLICO Y ORGANISMOS NO GUBERNAMENTALES APOYADAS CON DIFUSION (PROPÓSITO)
- PORCENTAJE DE PRODUCTOS DE DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL DE ORGANISMOS NO GUBERNAMENTALES, REALIZADOS (COMPONENTE)



GOBIERNO DEL ESTADO DE PUEBLA  
PUEBLA COMUNICACIONES

Alejandra Gabriela Aguilar Balbuena  
Encargada de Despacho de la  
Dirección Administrativa

## Datos del Programa Presupuestario

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Institución: 103 - PUEBLA COMUNICACIONES  
Programa presupuestario: E054 - COMUNICACION DE LA ACTIVIDAD GUBERNAMENTAL  
Unidad Responsable del PP: OPCO - PUEBLA COMUNICACIONES  
Enlace:

## Datos de Recibo

Folio: 0000001614

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Art. 47 LPGPEP "Los titulares de los Ejecutores de Gasto serán los responsables de la ejecución de los Programas Presupuestarios y deberán informar los avances y resultados obtenidos a la Secretaría y a la Contraloría en los términos en que éstas establezcan.

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Para cualquier duda o aclaración, favor de comunicarse a la Dirección de Programación, Seguimiento y Análisis del Gasto de la Secretaría de Finanzas y Administración

Tel: 01 (222) 2 229 70 00 Ext: 1059 ámbito de Entidades y Ext: 7175 ámbito de Dependencias



GOBIERNO DEL ESTADO DE PUEBLA  
PUEBLA COMUNICACIONES

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Alejandra Gabriela Aguilar Balbuena  
Encargada de Despacho de la  
Dirección Administrativa

**GOBIERNO DEL ESTADO DE PUEBLA**  
**AVANCE DE INDICADORES PARA RESULTADOS**  
**PUEBLA COMUNICACIONES**  
**PERIODO: ENERO - DICIEMBRE DE 2018**

| PP   | Indicadores para resultados<br>Programa Presupuestario / Indicador   | Nivel      | Tipo        | Dimensión a Medir | Unidad de Medida | Metas    |            |           |                            | Presupuesto (Miles de Pesos) |           |            |           |                         |              |
|------|--|------------|-------------|-------------------|------------------|----------|------------|-----------|----------------------------|------------------------------|-----------|------------|-----------|-------------------------|--------------|
|      |  |            |             |                   |                  | Aprobada | Modificada | Alcanzada | Porcentaje de Cumplimiento |                              | Aprobado  | Modificado | Devengado | Porcentaje de Ejercicio |              |
|      |  |            |             |                   |                  |          |            |           | Alc. / Aprob.              | Alc. / Modif.                |           |            |           | Dev / Aprob.            | Dev / Modif. |
| E054 | COMUNICACION DE LA ACTIVIDAD GOBERNAMENTAL   |            |             |                   |                  |          |            |           |                            |                              | 126,000.0 | 126,000.0  | 126,000.0 | 100%                    | 100%         |
|      | PORCENTAJE DE ENTIDADES FEDERATIVAS QUE RECIBEN LA DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL EN LOS MEDIOS DE COMUNICACION  | FIN        | ESTRATEGICO | EFICACIA          | PORCENTAJE       | 100.00   | 100.00     | 100.00    | 100.00%                    | 100.00%                      |           |            |           |                         |              |
|      | PORCENTAJE DE INSTITUCIONES DEL SECTOR PUBLICO Y ORGANISMOS NO GUBERNAMENTALES APOYADAS CON DIFUSION   | PROPOSITO  | ESTRATEGICO | EFICIENCIA        | PORCENTAJE       | 100.00   | 100.00     | 100.00    | 100.00%                    | 100.00%                      |           |            |           |                         |              |
|      | PORCENTAJE DE PRODUCTOS DE DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL DE ORGANISMOS NO GUBERNAMENTALES REALIZADOS  | COMPONENTE | ESTRATEGICO | EFICIENCIA        | PORCENTAJE       | 100.00   | 100.00     | 100.02    | 100.00%                    | 100.00%                      |           |            |           |                         |              |
| F003 | MODELOS DE COMUNICACION QUE CONTRIBUYAN AL DESARROLLO EDUCATIVO Y CULTURAL   |            |             |                   |                  |          |            |           |                            |                              | 34,894.6  | 209,885.9  | 209,885.9 | 601.40%                 | 100%         |
|      | PORCENTAJE DE MODELOS DE COMUNICACION SOCIAL (RADIO, TELEVISION, VOZ Y DATOS) CON PROGRAMAS QUE FOMENTEN LA EDUCACION, CULTURA E INFORMACION NOTICIOSA CON IGUALDAD DE GENERO, EJECUTADOS  | FIN        | ESTRATEGICO | EFICACIA          | MODELO           | 100.00   | 100.00     | 100.00    | 100.00%                    | 100.00%                      |           |            |           |                         |              |
|      | PORCENTAJE DE HABITANTES DEL ESTADO DE PUEBLA CON ACCESO A LAS SEÑALES DE RADIO, TELEVISION, VOZ Y DATOS DE PUEBLA COMUNICACIONES, CON PROGRAMAS QUE FOMENTEN LA EDUCACION, CULTURA E INFORMACION NOTICIOSA CON IGUALDAD DE GENERO, BENEFICIADOS | PROPOSITO  | ESTRATEGICO | EFICACIA          | HABITANTE        | 100.00   | 100.00     | 100.00    | 100.00%                    | 100.00%                      |           |            |           |                         |              |
|      | PORCENTAJE DE INSTITUCIONES CONECTADAS A LA RED ESTATAL DE EDUCACION, SALUD Y GOBIERNO   | COMPONENTE | ESTRATEGICO | EFICACIA          | PORCENTAJE       | 100.00   | 100.00     | 90.00     | 90.00%                     | 90.00%                       |           |            |           |                         |              |
|      | PORCENTAJE DE SERVICIOS DE MANTENIMIENTO PREVENTIVO REALIZADOS A LA INFRAESTRUCTURA DE LAS REDES DE RADIO Y DE TELEVISION  | COMPONENTE | ESTRATEGICO | EFICACIA          | PORCENTAJE       | 100.00   | 100.00     | 100.03    | 100.00%                    | 100.00%                      |           |            |           |                         |              |



**GOBIERNO DEL ESTADO DE PUEBLA**  
**PUEBLA COMUNICACIONES**

Francisco Javier Trejo Mendoza  
 Director General

Alejandra Gabriela Aguilar Balbuena  
 Encargada de Despacho de la  
 Dirección Administrativa

Edgar Octaviano Emilio  
 Encargado de Despacho de la  
 Subdirección de Recursos Financieros

REPORTE DE MONITOREO DE INDICADORES PARA RESULTADOS

FECHA DE REGISTRO: 17/01/2019

FOLIO: 1614/2018

PERIODO: No. 1

HOJA: Página 1 de 2

NOVIEMBRE - DICIEMBRE DE 2018

PUEBLA COMUNICACIONES

| PP   | INDICADORES   |  | METAS (AVANCE FISICO) |            |           |             |            |                    | PRESUPUESTO (MILES DE PESOS) (AVANCE FINANCIERO) |            |           |                     |             |
|------|---|--|-----------------------|------------|-----------|-------------|------------|--------------------|--|------------|-----------|---------------------|-------------|
|      |   |  | Aprobada              | Modificada | Realizada | Logro (%)   |            | Avance General (%) | Aprobado   | Modificado | Dotado    | Ejercido al Periodo |             |
|      |   |  |                       |            |           | Del Periodo | Al Periodo |                    |  |            |           | Dev / Aprob         | Dev / Modif |
| E054 | COMUNICACION DE LA ACTIVIDAD GUBERNAMENTAL  |  |                       |            |           |             |            |                    | 126,000.0  | 126,000.0  | 126,000.0 | 100%                | 100%        |
|      | PORCENTAJE DE ENTIDADES FEDERATIVAS QUE RECIBEN LA DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL EN LOS MEDIOS DE COMUNICACION | FIN<br>ESTRATEGICO<br>EFICACIA<br>PORCENTAJE<br>BIENAL           | 100.00                | 100.00     | 100.00    | 100.00%     | 100.00%    | 100.00%            |  |            |           |                     |             |
|      | PORCENTAJE DE INSTITUCIONES DEL SECTOR PUBLICO Y ORGANISMOS NO GUBERNAMENTALES APOYADAS CON DIFUSION  | PROPÓSITO<br>ESTRATEGICO<br>EFICIENCIA<br>PORCENTAJE<br>ANUAL    | 100.00                | 100.00     | 100.00    | 100.00%     | 100.00%    | 100.00%            |  |            |           |                     |             |
|      | PORCENTAJE DE PRODUCTOS DE DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL DE ORGANISMOS NO GUBERNAMENTALES, REALIZADOS          | COMPONENTE<br>ESTRATEGICO<br>EFICIENCIA<br>PORCENTAJE<br>MENSUAL | 100.02                | 100.02     | 100.02    | 100.00%     | 100.00%    | 100.02%            |  |            |           |                     |             |



GOBIERNO DEL ESTADO DE PUEBLA  
PUEBLA COMUNICACIONES

Francisco Javier Trejo Mendoza  
Director General

Alejandra Gabriela Aguilar Balbuena  
Encargada de Despacho de la Dirección Administrativa

17/01/2019

07:45:32p.m.

REPORTE DE MONITOREO DE INDICADORES PARA RESULTADOS

FECHA DE REGISTRO: 17/01/2019

FOLIO: 1616/2018

PERIODO: No. 1

HOJA: Página 2 de 2

NOVIEMBRE - DICIEMBRE DE 2018

PUEBLA COMUNICACIONES

| PP   | INDICADORES<br>Programa Prestigioso / Indicador  | - Nivel<br>- Tipo<br>- Dimensión a medir<br>- Unidad de Medida<br>- Frecuencia | METAS<br>(AVANCE FISICO) |            |           |             |            |                    | PRESUPUESTO (MILES DE PESOS)<br>(AVANCE FINANCIERO) |            |            |                     |             |
|------|--|--|--------------------------|------------|-----------|-------------|------------|--------------------|---|------------|------------|---------------------|-------------|
|      |  |  | Aprobada                 | Modificada | Realizada | Logro (%)   |            | Avance General (%) | Aprobado  | Modificado | Dispendido | Ejercido al Periodo |             |
|      |  |  |                          |            |           | Del Periodo | Al Periodo |                    |   |            |            | Dev / Aprob         | Dev / Modif |
| F003 | MODELOS DE COMUNICACION QUE CONTRIBUYAN AL DESARROLLO EDUCATIVO Y CULTURAL   |  |                          |            |           |             |            |                    | 34,894.6  | 209,885.9  | 209,885.9  | 601.49%             | 100%        |
|      | PORCENTAJE DE MODELOS DE COMUNICACION SOCIAL (RADIO, TELEVISION, VOZ Y DATOS) CON PROGRAMAS QUE FOMENTEN LA EDUCACION, CULTURA E INFORMACION NOTICIOSA CON IGUALDAD DE GENERO, EJECUTADOS  | FIN<br>ESTRATEGICO<br>EFICACIA<br>MODELO<br>BIENAL                             | 100.00                   | 100.00     | 100.00    | 100.00%     | 100.00%    | 100.00%            |   |            |            |                     |             |
|      | PORCENTAJE DE HABITANTES DEL ESTADO DE PUEBLA CON ACCESO A LAS SEÑALES DE RADIO, TELEVISION, VOZ Y DATOS DE PUEBLA COMUNICACIONES, CON PROGRAMAS QUE FOMENTAN LA EDUCACION, CULTURA E INFORMACION NOTICIOSA CON IGUALDAD DE GENERO, BENEFICIADOS | PROPÓSITO<br>ESTRATEGICO<br>EFICACIA<br>HABITANTE<br>ANUAL                     | 100.00                   | 100.00     | 100.00    | 100.00%     | 100.00%    | 100.00%            |   |            |            |                     |             |
|      | PORCENTAJE DE INSTITUCIONES CONECTADAS A LA RED ESTATAL DE EDUCACION, SALUD Y GOBIERNO   | COMPONENTE<br>ESTRATEGICO<br>EFICACIA<br>PORCENTAJE<br>SEMESTRAL               | 100.00                   | 100.00     | 90.00     | 80.00%      | 90.00%     | 90.00%             |   |            |            |                     |             |
|      | PORCENTAJE DE SERVICIOS DE MANTENIMIENTO PREVENTIVO REALIZADOS A LA INFRAESTRUCTURA DE LAS REDES DE RADIO Y DE TELEVISION  | COMPONENTE<br>ESTRATEGICO<br>EFICACIA<br>PORCENTAJE<br>MENSUAL                 | 100.03                   | 100.03     | 100.03    | 100.00%     | 100.00%    | 100.03%            |   |            |            |                     |             |



GOBIERNO DEL ESTADO DE PUEBLA  
PUEBLA COMUNICACIONES

Francisco Javier Trejo Mendoza  
Director General

Alejandra Gabriela Aguilar Balbuena  
Encargada de Despacho de la Dirección Administrativa

Institución: 103 - PUEBLA COMUNICACIONES

PP: E054 - COMUNICACION DE LA ACTIVIDAD GUBERNAMENTAL

UR de PP: OPCO - PUEBLA COMUNICACIONES

| No.                      | Indicador   | Objetivo  | Responsable   | Registro de Avances   | Estatus de Captura     | Comentarios de institución |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|--------------------------|---|---|---|---|------------------------|----------------------------|--|--|--|--|--|--|------|------|------|------|------|------|---|------|------|------|------|------|------|---|------|------|------|------|------|------|-----------------|--|--|--|--|--|--|--|-----|-----|-----|-----|-----|-----|---|------|------|------|------|------|------|---|------|------|------|------|------|------|-----------------|--|--|--|--|--|--|--|-----|-----|-----|-----|-----|-----|---|------|------|------|------|------|--------|---|------|------|------|------|------|--------|--|--|
| <b>NIVEL: FIN</b>        |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| 1                        | PORCENTAJE DE ENTIDADES FEDERATIVAS QUE RECIBEN LA DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL EN LOS MEDIOS DE COMUNICACION | ESTRATEGICO BIENAL EFICACIA REGULAR PORCENTAJE    | SUBDIRECCION DE INGENIERIA DE RADIO Y SUBDIRECCION DE INGENIERIA DE TELEVISION. | <table border="1"> <thead> <tr> <th colspan="7">Intermedias al sexenio</th> </tr> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Ene</th> <th>Feb</th> <th>Mar</th> <th>Abr</th> <th>May</th> <th>Jun</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Jul</th> <th>Ago</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dic</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>100.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>100.00</td> </tr> </tbody> </table> | Intermedias al sexenio |                            |  |  |  |  |  |  | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Ene | Feb | Mar | Abr | May | Jun | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Jul | Ago | Sep | Oct | Nov | Dic | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 |  |  |
| Intermedias al sexenio   |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | 2011  | 2012  | 2013  | 2014  | 2015                   | 2016                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Ene   | Feb   | Mar   | Abr   | May                    | Jun                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Jul   | Ago   | Sep   | Oct   | Nov                    | Dic                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 100.00                     |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 100.00                     |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| <b>NIVEL: PROPÓSITO</b>  |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| 2                        | PORCENTAJE DE INSTITUCIONES DEL SECTOR PUBLICO Y ORGANISMOS NO GUBERNAMENTALES APOYADAS CON DIFUSION  | ESTRATEGICO ANUAL EFICIENCIA REGULAR PORCENTAJE   | DIRECCION DE RADIO Y DIRECCION DE TELEVISION.                                   | <table border="1"> <thead> <tr> <th colspan="7">Intermedias al sexenio</th> </tr> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Ene</th> <th>Feb</th> <th>Mar</th> <th>Abr</th> <th>May</th> <th>Jun</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Jul</th> <th>Ago</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dic</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>100.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>100.00</td> </tr> </tbody> </table> | Intermedias al sexenio |                            |  |  |  |  |  |  | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Ene | Feb | Mar | Abr | May | Jun | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Jul | Ago | Sep | Oct | Nov | Dic | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 100.00 |  |  |
| Intermedias al sexenio   |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | 2011  | 2012  | 2013  | 2014  | 2015                   | 2016                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Ene   | Feb   | Mar   | Abr   | May                    | Jun                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Jul   | Ago   | Sep   | Oct   | Nov                    | Dic                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 100.00                     |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 100.00                     |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| <b>NIVEL: COMPONENTE</b> |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| 3                        | PORCENTAJE DE PRODUCTOS DE DIFUSION DE PROYECTOS ESPECIFICOS Y ACCIONES DE IMPULSO SOCIAL DE ORGANISMOS NO GUBERNAMENTALES, REALIZADOS          | ESTRATEGICO MENSUAL EFICIENCIA NOMINAL PORCENTAJE | DIRECCION DE RADIO Y DIRECCION DE TELEVISION.                                   | <table border="1"> <thead> <tr> <th colspan="7">Intermedias al sexenio</th> </tr> <tr> <th></th> <th>2011</th> <th>2012</th> <th>2013</th> <th>2014</th> <th>2015</th> <th>2016</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Ene</th> <th>Feb</th> <th>Mar</th> <th>Abr</th> <th>May</th> <th>Jun</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>9.03</td> <td>9.03</td> <td>7.64</td> <td>7.64</td> <td>9.03</td> <td>7.64</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> </tr> </tbody> </table><br><table border="1"> <thead> <tr> <th colspan="7">Meta anualizada</th> </tr> <tr> <th></th> <th>Jul</th> <th>Ago</th> <th>Sep</th> <th>Oct</th> <th>Nov</th> <th>Dic</th> </tr> </thead> <tbody> <tr> <td>O</td> <td>9.03</td> <td>7.64</td> <td>9.03</td> <td>7.64</td> <td>7.64</td> <td>9.03</td> </tr> <tr> <td>R</td> <td>0.00</td> <td>0.00</td> <td>0.00</td> <td>7.64</td> <td>7.64</td> <td>9.03</td> </tr> </tbody> </table>     | Intermedias al sexenio |                            |  |  |  |  |  |  | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | O | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Ene | Feb | Mar | Abr | May | Jun | O | 9.03 | 9.03 | 7.64 | 7.64 | 9.03 | 7.64 | R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | Meta anualizada |  |  |  |  |  |  |  | Jul | Ago | Sep | Oct | Nov | Dic | O | 9.03 | 7.64 | 9.03 | 7.64 | 7.64 | 9.03   | R | 0.00 | 0.00 | 0.00 | 7.64 | 7.64 | 9.03   |  |  |
| Intermedias al sexenio   |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | 2011  | 2012  | 2013  | 2014  | 2015                   | 2016                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Ene   | Feb   | Mar   | Abr   | May                    | Jun                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 9.03  | 9.03  | 7.64  | 7.64  | 9.03                   | 7.64                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 0.00  | 0.00                   | 0.00                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| Meta anualizada          |   |   |   |   |                        |                            |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
|                          | Jul   | Ago   | Sep   | Oct   | Nov                    | Dic                        |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| O                        | 9.03  | 7.64  | 9.03  | 7.64  | 7.64                   | 9.03                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |
| R                        | 0.00  | 0.00  | 0.00  | 7.64  | 7.64                   | 9.03                       |  |  |  |  |  |  |      |      |      |      |      |      |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |      |   |      |      |      |      |      |      |                 |  |  |  |  |  |  |  |     |     |     |     |     |     |   |      |      |      |      |      |        |   |      |      |      |      |      |        |  |  |




| No. | Indicador | Forma<br>Financiera<br>Origen<br>Código de Proyecto<br>Unidad Ejecutora | Responsable<br>Indicador | Registro de Avances | Estatus de<br>Captura | Comentarios de institución |
|-----|-----------|---|--------------------------|---------------------|-----------------------|----------------------------|
|-----|-----------|---|--------------------------|---------------------|-----------------------|----------------------------|

Responsable del PP

  
Alejandra Gabriela Aguilar Balbuena  
Encargada de Despacho de la Dirección Administrativa  
Enlace Directivo



Enlace

  
Erika Jaramillo Esquivel  
Analista de la Dirección Administrativa y  
Enlace Operativo