

## ADENDA No. 1

El ICFES, se permite a través de este documento efectuar modificaciones los términos de referencia del proceso de selección directa ICFES-SD-030-2012 cuyo objeto es el "Contratar el servicio de monitoreo de la información emitida por el ICFES en prensa, radio, televisión e internet.

- Se modifica el numeral **3.1.3. RADIO** del ANEXO TECNICO del proceso de selección ICFES-SD-030-2012, el cual quedara así:

| PROGRAMAS | <b>RADIO</b>                                                           |
|-----------|------------------------------------------------------------------------|
|           | <b><u>CARACOL RADIO</u></b>                                            |
|           | 6AM                                                                    |
|           | NOTICIERO DEL MEDIO DIA                                                |
|           | LA LUCIERNAGA                                                          |
|           | HORA 20                                                                |
|           | <b><u>RCN RADIO</u></b>                                                |
|           | RCN NOTICIAS DE LA MAÑANA                                              |
|           | RCN NOTICIAS DEL MEDIO DÍA                                             |
|           | LA RADIO DE LA TARDE                                                   |
|           | AL FIN DE SEMANA                                                       |
|           | RCN NOTICIAS DEL MEDIO DÍA                                             |
|           | RCN NOTICIAS DE LA MAÑANA                                              |
|           | AL FIN DE SEMANA                                                       |
|           | <b><u>COLMUNDO</u></b>                                                 |
|           | COLMUNDO NOTICIAS                                                      |
|           | COLMUNDO NOTICIAS MEDIO DIA                                            |
|           | <b><u>LA CARIÑOSA</u></b>                                              |
|           | ALERTA BOGOTA                                                          |
|           | NOTICIAS DEL MEDIO DÍA                                                 |
|           | <b><u>LA FM</u></b>                                                    |
|           | LA FM VICKY DAVILA                                                     |
|           | NOTICIERO MEDIO DIA                                                    |
|           | <b><u>CADENA MELODÍA</u></b>                                           |
|           | ÚLTIMAS NOTICIAS PARA EJECUTIVOS ( 6 a.m a 9 a.m. y 12 m. a 2:00 p.m.) |
|           | <b><u>RADIO SANTA FE</u></b>                                           |
|           | NOTICIERO RADIO SANTAFE                                                |

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|  |                                      |
|--|--------------------------------------|
|  | NOTICIERO RADIO SANTAFE<br>MEDIO DIA |
|  | <b><u>RADIO SÚPER</u></b>            |
|  | LA HORA DE LA VERDAD                 |
|  | BOGOTA A.M P.M (12 m. a 1 p.m.)      |
|  | <b><u>TODELAR</u></b>                |
|  | NOTICIERO TODELAR DE<br>COLOMBIA     |
|  | <b><u>W RADIO</u></b>                |
|  | LA W JULIO SANCHEZ                   |
|  | LA HORA DEL REGRESO                  |
|  | LA W FIN DE SEMANA                   |

2. Se modifica el numeral **3.1.4 TELEVISION** del ANEXO TECNICO del proceso de selección ICFES-SD-030-2012, el cual quedara así:

| TELEVISIÓN    |                             |                 |       |
|---------------|-----------------------------|-----------------|-------|
| Canal         | Programa                    | Horario         | Días  |
| Canal 1       | TELEPAIS                    | 7.00 pm 8.00 pm | L * J |
|               | TELEPAIS                    | 6.30 pm 7.30 pm | V     |
|               | PREGUNTA A YAMID            | 8.45 pm 9.00 pm | L*V   |
|               | NOTICIERO CM&               | 9.30pm 10.30pm  | L*V   |
|               | NOTICIAS UNO                | 9.30pm 10.30pm  | S*D*F |
| CANAL CAPITAL | PRIMER CAFÉ                 | 6.00am 9.00pm   | L*V   |
|               | CAPITAL NOTICIAS            | 12.00m 12.30pm  | L*V   |
|               | CAPITAL NOTICIAS            |                 | S*D*F |
| CITY TV       | ARRIBA BOGOTÁ               | 6.30am 9.30am   | L*V   |
|               | CITY NOTICIAS DEL MEDIO DIA | 12.00pm 1.00pm  | L*V   |
|               | CITY NOTICIAS DE LAS OCHO   | 8.00pm 9.30pm   | L*V   |
|               | CITY NOTICIAS FIN DE SEMANA | 8.00pm 9.00pm   | S*D   |

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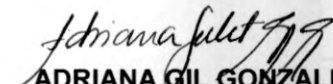
|                      |                        |                   |          |
|----------------------|------------------------|-------------------|----------|
| <b>CARACOL</b>       | CARACOL NOTICIAS       | 6.30am<br>8.30am  | L*V      |
|                      | CARACOL NOTICIAS       | 12.30pm 1.30pm    | L*V      |
|                      | CARACOL NOTICIAS       | 7.00pm 8.00pm     | L*M*MI*V |
|                      | CARACOL NOTICIAS       | 7.30pm 8.00pm     | J        |
|                      | CARACOL NOTICIAS       | 10.45pm 11.15pm   | L*V      |
|                      | CARACOL NOTICIAS       | 12.30pm 1.30pm    | S        |
|                      | CARACOL NOTICIAS       | 12.30pm 2.30pm    | D*F      |
|                      | CARACOL NOTICIAS       | 7.30pm 7.45pm     | S*D*F    |
| <b>RCN</b>           | NOTICIAS RCN           | 6.30am<br>8.15am  | L*V      |
|                      | NOTICIAS RCN           | 12.30pm 2.30pm    | L*V      |
|                      | NOTICIAS RCN           | 7.00pm 8.00pm     | L*M*MI*V |
|                      | NOTICIAS RCN           | 7.30pm 8.00pm     | J        |
|                      | NOTICIAS RCN           | 10.40pm 11.10pm   | L*V      |
|                      | LA NOCHE               | 11.10pm 11.50pm   | M*V      |
|                      | NOTICIAS RCN           | 12.30pm 2.10pm    | S*D*F    |
|                      | NOTICIAS RCN           | 7.00pm 7.45pm     | S*D*F    |
| <b>CABLENOTICIAS</b> | CABLENOTICIAS          | 12.00 PM a 1.00PM | L*V      |
|                      | CABLENOTICIAS          | 3.00pm a 4.00pm   | L*V      |
|                      | CABLE DEPORTES         | 7.00pm 7.30pm     | L*V      |
|                      | HORA 13                | 1.00pm 2.00pm     | L*V      |
| <b>TELEANTIOQUIA</b> | TELEANTIOQUIA NOTICIAS | 7.30pm 8.30pm     | L*V      |
|                      | TELEANTIOQUIA NOTICIAS | 1.00pm<br>1.30pm  | S*D      |
|                      | TELEANTIOQUIA NOTICIAS | 8.00pm 8.30pm     | S*D      |
| <b>TELECARIBE</b>    | NOTICIAS TC TELEVISTA  | 1.00pm 2.00pm     | L*V      |
|                      | NOTICIAS TC LA NOTICIA | 6.30pm 7.05pm     | L*V      |

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|                     |                       |                 |     |
|---------------------|-----------------------|-----------------|-----|
|                     | NOTICIERO CV NOTICIAS | 7.30pm 8.45pm   | L*V |
|                     | NOTICIERO NOTIVISIÓN  | 7.30pm 8.30pm   | S*D |
| <b>TELEPACIFICO</b> | NOTICIERO 90 MINUTOS  | 1.00pm 1.40pm   | L*V |
|                     | NOTICIERO NOTI 5      | 8.35pm 9.05pm   | L*V |
|                     | NOTICIERO UNINOTICIAS | 1.00pm 1.40pm   | S*D |
|                     | NOTICIERO UNINOTICIAS | 8.30pm 9.00pm   | S*D |
| <b>TELECAFE</b>     | TELECAFE NOTICIAS     | 7.00am 7.30am   | L*V |
|                     | TVA NOTICIAS          | 1.00pm 1.30pm   | L*V |
|                     | TELECAFE NOTICIAS     | 8.00pm 8.30pm   | L*V |
|                     | TELECAFE NOTICIAS     | 1.00pm 1.30pm   | S*D |
|                     | NOTICIAS 1 A          | 1.00pm 1.30pm   | S*D |
| <b>ET</b>           | NOTICIAS ET           | 8.00am a 8.30pm | L*V |
|                     | NOTICIAS ET           | 3.00pm a 3.30pm | L*V |
| <b>TELEAMIGA</b>    | LAS BUENAS NOTICIAS   |                 | L*V |
| <b>TRO</b>          | ORIENTE NOTICIAS      | 1.00pm 2.00pm   | L*V |

Dada en Bogotá, D. C.,

08 JUN 2012

  
**ADRIANA GIL GONZALEZ**

Subdirectora de Abastecimiento y Servicios

Revisó: AMU  
ALTL  
Proyectó: CMH