

Richard Rocha's "Panorama" morning show broadcast only one APEC-related news item during the monitoring period. This represents only 0.5% of the total coverage (1 of 197). This lone news item focused on economic issues but also mentioned business concerns, the politics of trade and globalization.

3. Televisa Channel 2

Of 280 news segments, Televisa broadcast only 4 APEC-related items (1.4%). Two of these were event-focused pieces dealing with the President Zedillo's departure from Mexico and arrival in New Zealand. A third piece noted the initiation of free trade talks between Japan and Mexico while the final broadcast announced several trade agreements that Mexico had signed. No details were mentioned. In all four broadcast segments, the government's position was not balanced by any opposing sources.