



MIDDAY CLASSICAL MUSIC SCHEDULING

Results and Lessons Learned from the National Classical Testing Project

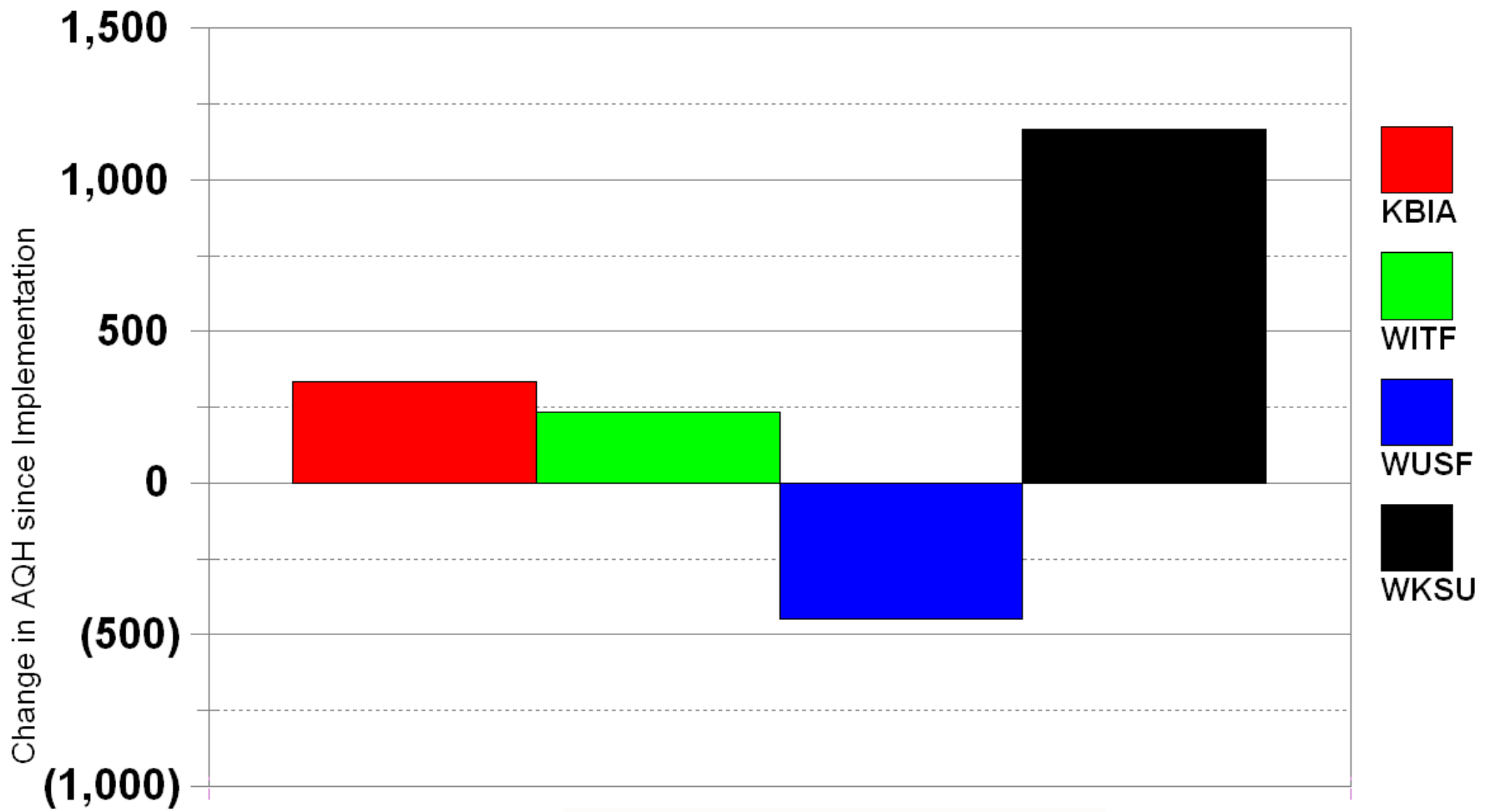


Moderator: Arthur Cohen, PRPD
Susan Johnson, WQED, Pittsburgh
Frank Dominguez, WDAV, Davidson/Charlotte
David Roden, WKSU, Kent/Cleveland

September 17, 2009

News/Classical Stations - Midday

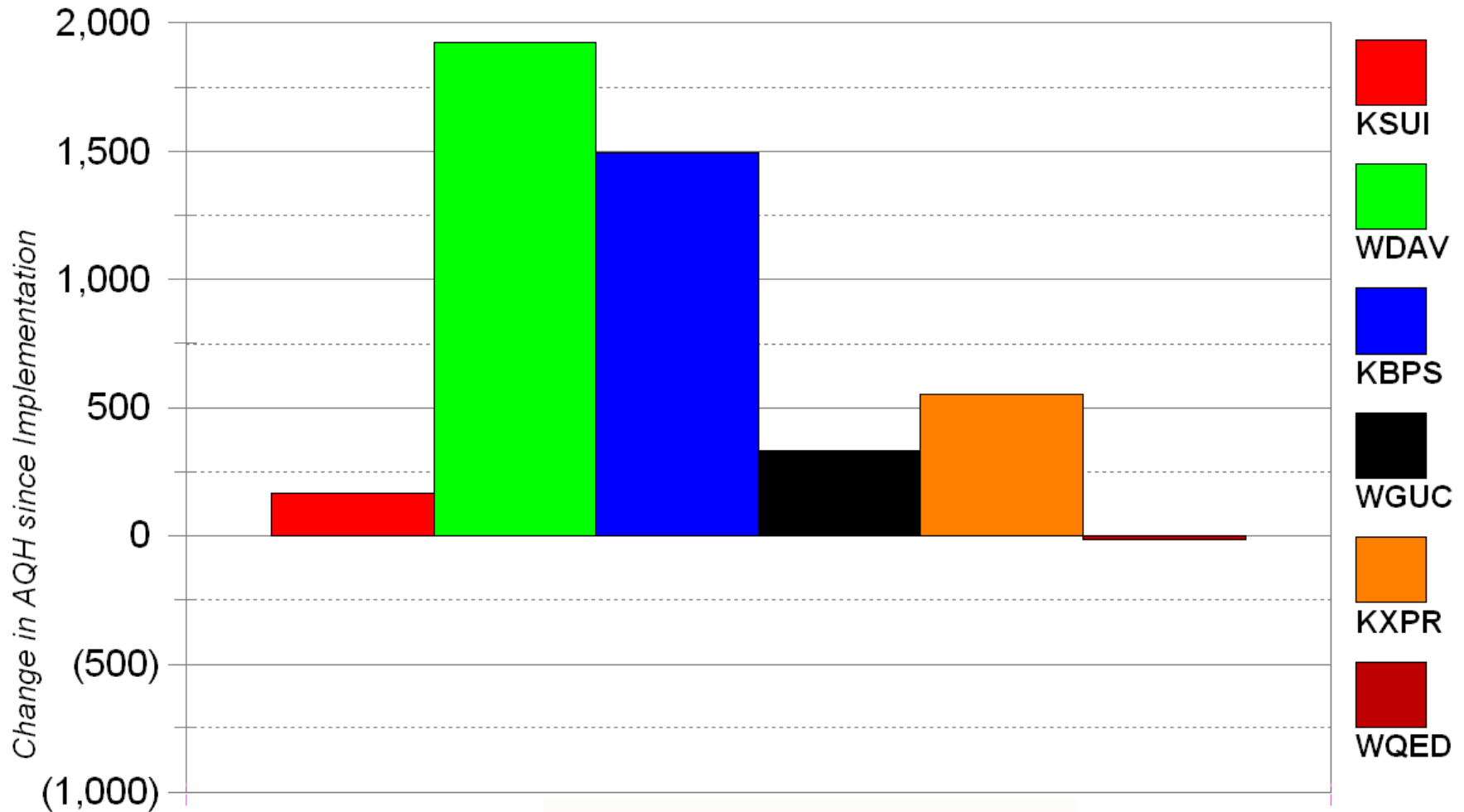
AQH Persons Change



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All-Classical Stations - Midday

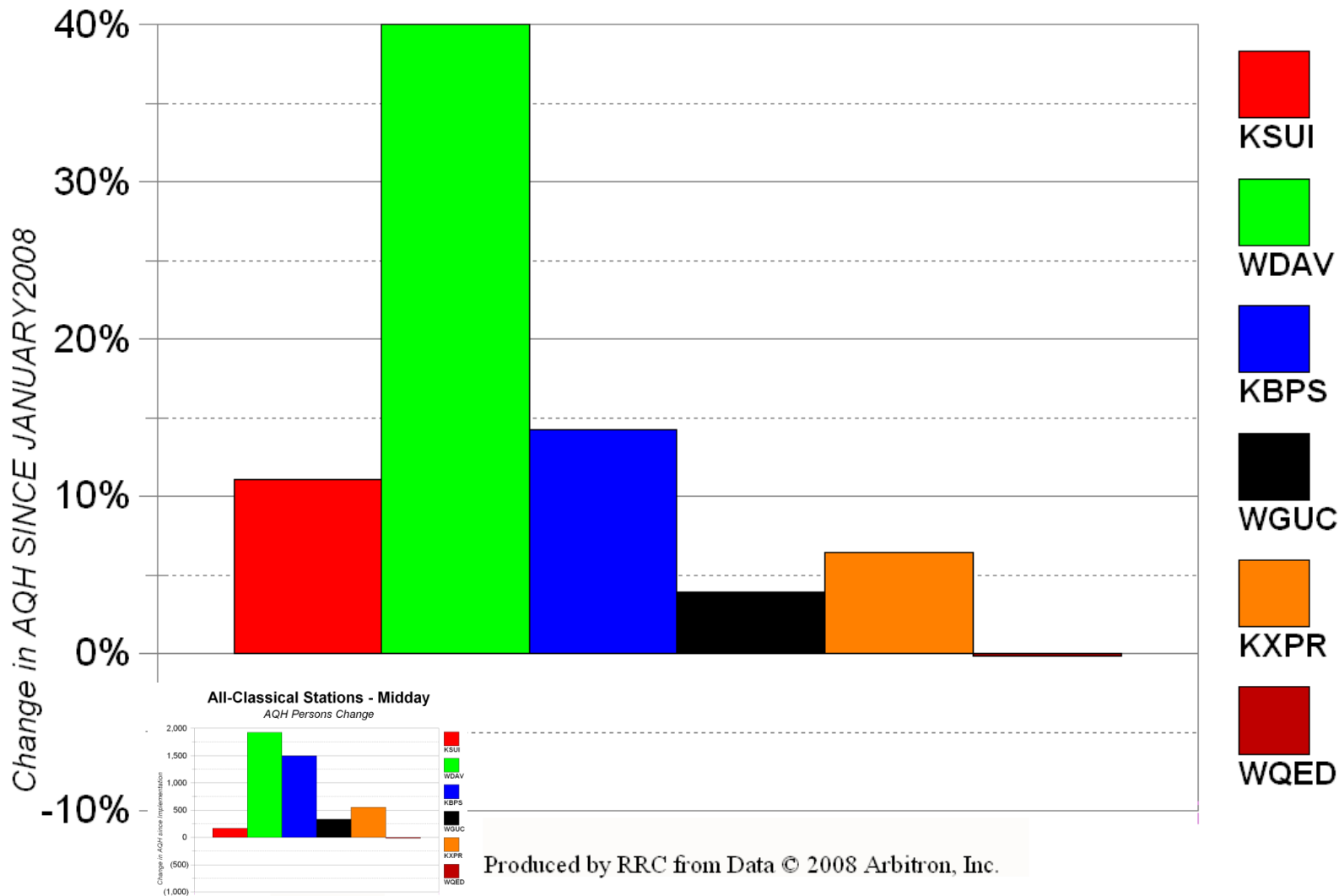
AQH Persons Change



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All-Classical Stations - Midday

AQH Persons Change 6 book avg



News/Classical Stations - Midday

AQH Persons Change Since January 08

