Beware the siren call of outmoded figures; the new WQAM has 38.1% of the daytime radio audience.

Any data or impressions about Miami should carry a date, pre- or post-WQAM. The New WQAM went on the air little over a year ago, with a unique showmanship-and-precision blend which has produced dramatic and consistent audience dominance.

Today Hooper, Trendex and Pulse all show WQAM first by big margins. And so does a recent Southern Florida Area Pulse, accounting for 31.5% of the state’s population.

Talk to Blair or WQAM General Manager Jack Sandler.

WQAM covering all of Southern Florida with 5,000 watts on 560 kc... and radio #1 in Miami.