

STATION: KOKY-AM 1440, Little Rock, Arkansas

SLOGAN: "Soul Express Radio"

DATE: Friday, August 8, 1975

DJ: Harold Torrence (Not sure about the spelling)

DIGITIZED: June 1, 2025 by Michael Hibblen

SOURCE: Cassette tape from Russell Gay, son of broadcaster Robert Gay

NOTE: The fidelity is rather poor — a mix of the AM broadcast signal and a cheap K-Mart brand cassette used for the recording.

The longtime soul station had a strong presentation during this 90-minute midday segment. DJ Harold Torrence talks between almost every song and there are lots of great jingles and promotional announcements. The station had a "Stash the Cash" contest underway that summer to find \$250 that was said to have been hidden somewhere in Little Rock. \$250 is the equivalent of about \$1,500 today. Only the year '75 was written on the cassette, but I determined the broadcast was from August 8, 1975 because the lead story in the national newscast was the death that day of jazz musician Julian "Cannonball" Adderley.

Side A:



KC and the Sunshine Band – “Get Down Tonight”

10:11 a.m. – “Spreading sunshine on a Friday morning” with Harold Torrence on Soul Express Radio.

Commercial break:

- Vigerio 8 scalp cream for thinning hair
- OIC Hugh Holloway bricklayer training, 6th and Cross streets in Little Rock
- KOKY’s “Stash the Cash” contest with 12 clues being given on where to find the \$250, including a live tag to find clues at JCPenney, downtown Little Rock only, and the Shoe Center at the Lake Hill Shopping Center in North Little Rock. I don’t know exactly what people would find at the participating retailers, but am speculating it might be included on the KOKY Soul Express Music Survey, which is referenced a couple of times during this recording.
- Jingle: KOKY golden

Bill Withers – “Ain’t No Sunshine”

10:15 a.m. – “TGIF, thank goodness it’s Friday.”

Commercial break:

- JCPenney, downtown Little Rock
- U.S. Navy recruiting, old post office at 2nd and Center streets in Little Rock
- Promo: “KOKY unfortunately presents Mr. Stash Casher here with yet another of his helpful clues in the KOKY ‘Stash the Cash’ contest.”
- Promo: “For the next 144 seconds (same as its frequency), KOKY will accept your dedications at 372-1469. First names only and only one dedication per call.”

Major Lance – “You’re Everything I Need”

“Gotta say good morning to...” and the DJ reads the names of callers.

Impressions – “Sooner or Later”

10:22 a.m. – “Sooner or later you gotta come to the light and do what’s right.” Little Rock weather, a reference to the station “working on a brand new Soul Express Music Survey.”

Graham Central Station – “The Jam”

10:28 a.m. – “Gettin’ down. Heavy action guaranteed for your satisfaction on a Friday midday... Reminding you this Saturday night, don’t miss the sounds of [KOKY Program Director] J.D. Black and the soul express spinning the latest sounds at the

Marshall Multipurpose Center, 9 p.m... hit records [will be given away to] the best dancers.”

Jingle: 144, KOKY, Little Rock

Harold Melvin & the Blue Notes featuring Sharon Paige – “I Hope That We Can Be Together Soon”

“From your soul connection to all the hits, that’s by request,” live PSA for Christian Children’s Fund. “You can make the difference in the life of a needy little child.”

Chocolate Milk – “Action Speaks Louder Than Words,”

10:37 a.m. – “Survey-rated number 13 this week... Everyday it ain't what you say, it's how you play.”

Jackie Moore – “Make Me Feel Like a Woman”

10:40 a.m. – “Being treated like a lady is super-fine but just some of the time. Jackie Moore wants to feel like a woman when she’s making love. Little Rock soul with Harold Torrence.”

Commercial break:

- Arkansas Democrat newspaper with a great jingle
- KOKY’s “She’s a Beautiful Lady” contest which involves sending a dozen roses each Friday during the midday jazz show, courtesy of Torrance Flowers. I can’t help but wonder if Torrance Flowers is somehow connected to DJ Harold Torrence.
- “Stash the Cash” promo with a live tag to pick up clues at Martin’s Groceries in North Little Rock and Margie’s wig shop in Little Rock

Spinners – “Games People Play”

Jingle: KOKY golden

John Gary Williams – “The Whole Damn World is Going Crazy”

10:48 a.m. – “I am very inclined to agree with that young man... and I believe the whole world has gone crazy. Sort of seems like it – all the shootings and killings, it’s unbelievable... At 12 o’clock today, hear the very best in jazz with KOKY’s communicator [and Program Director] J.D. Black. Make sure you listen today because he might not let me play the same thing on Sunday. Call him up and talk to him about it.”

Crown Heights Affair – “Dreaming a Dream (Disco Version)”

10:50 a.m. – Mutual Black Network News (which was established in 1972 providing newscasts for stations targeting Black audiences) anchored by Ed Castleberry.

- Lead story: Jazz musician Julian “Cannonball” Adderly died that morning at the age of 46.
- An explosion had occurred at the entrance to the federal courthouse in Denver.
 - Network commercial: Contact cold medication

Local newscast:

- A Little Rock man was convicted of robbing a supermarket.
- Former State Police Director William Miller and a former agent of the Alcoholic Beverage Control Board filed a libel lawsuit in federal court against Holiday Inn.

(Side A of the cassette ended midway through the local newscast, unfortunately, and the name of the local anchor was not included in what was recorded.)

Side B:



Curtis Mayfield – “Jesus”

11 a.m. – Harold Torrence KOKY jingle, timecheck

Bobby Womack – “I Can’t Understand it”

"Baby, baby, baby, I can't understand it. That's the soul of one Bobby Womack. Sold gold soul on a Friday midday, good morning to you. It's a dynamite weekend in progress, happening right now at KOKY as the summer of '75 comes alive with Ben E. King"

Ben E. King – "Do it in the Name of Love"

"That makes it right. That makes it out of sight. That's Ben E. King doing it in the name of love – survey-rated number 7 on the all-new survey."

Commercial break:

- Movie *Bucktown*, "held over for the second big week at the UA Arkansas Theater"
- Julian Bond customized KOKY promo done by phone for his national commentary series *Julian Bond at Large*.
- Contac cold medication
- Jingle: Where hit music lives, KOKY

Michael Jackson – "Just a Little Bit of You"

11:12 a.m. – Weather forecast

Commercial break:

- JCPenney, downtown location, including a reference to "the popular polyester."
- "Stash the Cash" promo with a live tag to pick up clues at the M&W Supermarket at the Sweethome cutoff in Little Rock and at Curtis Finch at Asher Avenue and Fair Park Boulevard.
- Jingle: Golden, KOKY

The Supremes – "Love is Here and Now You're Gone"

11:16 a.m. – "Oh, it seems to happen that way, doesn't it. Love is here and now you are gone. Soulful, sexy sounds of the Supremes out of Motown." A live PSA on child safety when people are working with electrical equipment.

Major Lance – "You're Everything I Need"

Song segues straight into commercial:

- Action TV Rentals (rent to own)
- Promo: "For the next 144 seconds, KOKY will accept your dedications at 372-1469. First names only and only one dedication per call."
- Jingle: 144, KOKY

O'Jays – "Let Me Make Love To You"

11:24 a.m. – “That’s somebody’s favorite song in the capital city.” The DJ reads the names of people who called to make dedications.

Earth, Wind & Fire – “Reasons”

11:27 a.m. – “Can’t find a reason love just won’t seem to die, huh. The music of Earth, Wind & Fire on a Friday midday,” weather forecast.

Promo: “KOKY unfortunately presents another clue in KOKY’s ‘Stash the Cash’ contest”

The Pointer Sisters – “Low Long (Betcha’ Got a Chick on the Side)”

Jingle: 144, KOKY, Little Rock

Van McCoy – “The Hustle,”

“That’s the number one sound in the country today... survey song number 2 on the KOKY Soul Express Survey... Come on soul, let’s get down on a Friday.”

Gary Toms Empire – “7-6-5-4-3-2-1 (Blow Your Whistle)”

11:37 a.m. – Live PSA about not smoking

Jackson 5 – “Forever Came Today”

“That’s a good record to do the French Rumba [can’t quite understand if that’s what he’s saying] to. Jackson 5 and ‘Forever Came Today.’ I can dig it. Make it last one day past the end of time – that would be mighty fine with me, alright. 7 o’clock this evening it’s the all-new [unintelligible] on KOKY, Soul Express Radio for central Arkansas.

Commercial break:

- Colonial Bread
- Promo: “Stash the Cash” with a live tag to pick up clues at Dundee’s, 306 Main in Little Rock, or at Moore Ford, 410 West Broadway in North Little Rock.
- Jingle: Super KOKY

The Dells & The Dramatics – “Love”

(End of Side B)

For background, here’s KOKY’s listing in the 1975 Broadcasting Yearbook

KOKY — Oct 1956; 1440 khz; 5 kw-D. 723 W. 14th St. (72202). (501) 372-0259. Brien-KOKY, Inc. (acq 12-1-72). Net: MBS/Black. Rep: Globetrotter. Format: Black. ● Cleve J. Brien, pres; Gene Moorhead, gen mgr; J. D. Black, prog dir; Ira Hatchett, coml mgr; Clarence Guy, mus dir; Mickey Cade, news dir; Ray Loewy, chief engr.

Prepared June 17, 2025 by Michael Hibblen.