

# Back on the Airwaves

*Stalwarts of Goldendale's radio station return to a five-mornings-a-week program*

By Jeanie Senior

Julian Notestine retired from broadcasting in June 2010, after more than 35 years on the radio. Except he didn't really retire. He is back on Goldendale radio, KLCK-AM 1400, where he spent some 25 years as news director.

"Well, I'm still retired," he contends. "I guess you call it semi-retired. I'm not really working again, just doing a few little things here and there."

Julian interviews local public officials and other newsmakers twice a week for his long-running Klickitat AM show.

"We kind of adjusted the schedule," he says of Klickitat AM, which ran three days a week before he retired. The difference is, now he is a volunteer.

"When we retired we thought, we want to volunteer," says his wife, Diana.

She offered her services to the Goldendale Chamber of Commerce, working at the front desk and scheduling speakers for the chamber's weekly forums. She also is a member of the chamber's board of directors, and writes a column for the Goldendale Sentinel.

Julian couldn't seem to find his calling, she says.

"Then he thought, what's better than to volunteer for the radio, because that's what he knows," Diana explains.

Julian started in radio while he attended Oregon State University, then worked at stations in the Corvallis-Albany area.

"That's about the only thing I've ever done," he says.

"We also said we would be willing to volunteer our time, that we'd love to be on Hotline if they could get it going again," Diana says.

The Hotline program had gone off the air in 2009, before Julian retired. KLCK's studio moved to The Dalles in June 2009, into the same building as owner Haystack Broadcasting's two FM stations, Gorge Country Y-102 and 103.1 Star FM.

Julian and Diana weren't keen on the idea of a daily drive to The Dalles from Goldendale to do the half-hour show. They offered to work from home.

The call-in program restarted, and Julian and Diana were set up so that most days, they join the program via conference telephones at their home. Now, Kevin Malcolm, Diana and Julian co-host the Hotline program from 8:35 to 9 a.m., five days a week.

The three hosts are trying hard to rebuild the show's audience, Kevin says. The number of newer listeners "is definitely growing."

On a recent Hotline, callers included a member of Fire District 7, calling with a reminder about the department's upcoming fundraising auction; a few people who wanted to discuss the soft lockdown at Dallesport School after a boy made a threatening phone call; a woman who had items to sell and to give away; and two callers reporting how much snow a March storm had deposited at their homes.

Hotline designates the fourth Friday of every month as Small Business Friday.

"We encourage businesses large or small, whether a home business, an industry or grocery store, to call in and give us a 60-second shout-out about



Diana Notestine listens as her husband, Julian, responds to a caller on KLCK-AM's morning Hotline show.



**Hotline host Kevin Malcolm sits at the controls in the KLCK studio in Goldendale.**

what the business is doing,” Kevin says.

A variety of businesses have responded.

“Hometown, smaller businesses that are a little out of the spotlight,” Julian says. “Places that sell plants, people that work with photos, coffee shops, fiber arts. We’ve also had a lot of people calling in about special events.”

“Some people have called in and recommended businesses they think are great,” Kevin adds.

Diana schedules the people Julian interviews for Klickitat AM.

“Without her help I’d be lost,” Julian says. “She keeps a calendar on all these people and also arranges where I will do the interview.”

Ideally, that is at the subject’s office. He also has used a Goldendale Library meeting room, but there have been a few different arrangements.

“One time he did an interview in Ekone Park, and it was windy that day,” Diana says.

Another time, he did an interview with someone in their car while a train went by.

Julian emails the digital recording of the interview to the station. The segments are about 25 minutes long, and “they pretty much are the way they are, done like a live show,” he says.

Like Julian, Kevin has spent most of his life on the radio. He and his brother Cole were among the founders of KLCK-AM, which went on the air in Goldendale in September 1984.

Kevin got his start in 1979 at a public broadcasting station in Seattle. He moved to a station in Grand Coulee for a year and then spent three years at a Coos Bay station.

The brothers grew up in Goldendale in the ’50s and ’60s, when their father was Goldendale schools’ choral teacher.

“It was always our dream to put a radio station on the air in town,” says Kevin. “When we came on the air

September 5, that dream had come true.”

Haystack Broadcasting bought the station about 12 years ago. Last fall, KLCK switched to an all-talk format. Talk show hosts include Mike Huckabee, Lars Larson and Geraldo Rivera.

“It was a management decision so the station could stay on the air and save money by not paying music royalty fees,” Kevin explains.

The station also airs old-time radio shows on weekends.

The Klickitat This Morning show, daily from 7-9 a.m., incorporates Hotline, Julian’s Klickitat AM interviews, recordings of that week’s chamber of commerce forum, news and weather and more. The focus is Goldendale and Klickitat County.

“The way to make the audience grow is to keep everything as local as possible,” Julian says. “The talk of Klickitat County, which is kind of the slogan for KLCK right now.” ■