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Ruralite Changes, Stays the Same

This is the last time you will see Ruralite magazine in its current form. Next month, a completely redesigned Ruralite will appear in your mailbox.

Klickitat PUD is pleased to unveil this new and improved version of Ruralite.

The new design is the culmination of nearly a year of review with Ruralite staff and utility members. Editorial and design professionals worked with us to develop a magazine that provides the same great information, adds a few new features, and presents it in a way that is attractive and easy to read.

Ruralite magazine has been a mainstay in homes and businesses since 1954.

The publication began as a tabloid-sized publication on newsprint paper. Many of the ads and feature stories of the day dealt with the lifestyle revolution that electricity and electrical appliances brought to homes and businesses.

Ruralite always has reflected the times in which we live.

The December 1957 Ruralite featured an editorial by founding editor Henry "Hank" Alderman, calling on the United States to think as much about keeping up with the Soviet Union on building hydroelectric dams as it did in keeping up with missile construction.

Through the years, Ruralite evolved into a magazine-sized publication. The magazine continued to highlight lifestyle and electric utility issues.

In January 1975, the magazine's editorial topic focused on the economy, including concerns about the potential demise of the auto

industry. The old saying is true: "The more things change, the more they stay the same."

In 1992, the current format of the magazine was introduced, complete with a

four-color cover and glossy paper.

Ruralite will continue its tradition of providing the quality entertainment and information you have come to expect.

For those who might be wondering, the kitchen pages will remain!

In addition, you already might have noticed some minor changes to the magazine's editorial and feature content, such as the Mythbusters series and the photography column by David LaBelle.

As always, Ruralite will continue to provide important information on safety, energy efficiency and the industry issues that affect our ability to serve you.

The most dramatic change you likely will notice is the cover. A new logo and "teaser" bar will highlight the front page. The interior design will be different as well, with updated graphics, fonts and layouts that provide greater readability and a contemporary design.

KPUD hopes you will enjoy the new-look Ruralite. As always, we welcome your feedback.



Nadine Huxley
Customer Service/HR Manager