

In Summary

We hope this Guide will help you and your organization leverage *Remaking American Medicine* to its fullest. We encourage you to continue to visit the campaign Web site for updates on the series and promotional efforts that are being conducted by coalitions nationwide. Most importantly, stay in touch with the RAM team. We are interested in your work and eager to assist you.

To facilitate this communication, we are providing a list of campaign contacts. *Remaking American Medicine* presents a landmark opportunity for organizations throughout this country to promote quality health care improvement. With your help and support the PBS series and campaign can serve as a catalyst for change...community by community. We wish you the very best and thank you for your commitment to this important cause.

Campaign Contacts

Crosskeys Media (CKM)

Crosskeys Media, the producers of *Remaking American Medicine*, is a group of highly accomplished filmmakers with a long history of creating award-winning theatrical films, television programs, documentaries and non-broadcast videos.

Frank Christopher, Executive Producer:
Remaking American Medicine
(805) 650-8300 -- fc@crosskeysmedia.com

Matthew Eisen, Co-Executive Producer:
Remaking American Medicine
(619) 283-0480 -- me@crosskeysmedia.com

Devillier Communications, Inc. (DCI)

Established in 1984, DCI is a Washington, D.C.-based public relations and marketing firm that specializes in national outreach campaigns. The agency has a particular expertise in working with the public television system and over the years has provided promotional support for hundreds of PBS programs and series.

Campaign participants can call upon the RAM team at DCI's headquarters in Washington, D.C. or at their California or New Mexico offices:

Linda Devillier, President: Strategic counsel to campaign team. Available for presentations.
(202) 833-8121 ext. 3005 or ldevillier@devillier.com

Barbara Lohman, Senior Vice President: In charge of the entire campaign. Available for presentations.
(951) 340-0010 or blohman1@aol.com

Lee Allen, Project Director: Responsible for day-to-day operation of the campaign. Available for presentations. (202) 833-8121 ext. 3009 or lallen@devillier.com

Gail Rubin, Account Supervisor: Responsible for the national press effort. (505) 265-7215 or grpr@flash.net

Ajeenah Amir, RAM Project Coordinator: Responds to fulfillment orders and inquiries by National Partners and RAM coalitions. (202) 833-8121 ext. 3024 or aamir@devillier.com

Allan Childers, Webmaster: Webmaster for RAMcampaign.org. (202) 833-8121 ext. 3007 or achilders@devillier.com