

LSVT Global Media Guide

Introduction

Our goal is to provide you with a guide which will assure that information you share about LSVT Global, Inc. or the LSVT® protocols is accurate, and that correct trademark attribution is used.

What types of media requests does LSVT Global help with?

- Marketing brochures, flyers and postcards and other materials
- Feature stories on TV, radio, or other media
- Newsletter or blog postings
- Company webpages

Marketing Material Options:

1. You may purchase pre-made brochures and promotional items from LSVT Global through our website. The brochures are \$33.99 each + s/h. They are individually wrapped, in packages of 50. We have bulk pricing as well; if you are interested, please let us know. There is room on the back of the brochures to attach business cards or stamp contact information of LSVT Certified Therapists.

We also carry promotional items such as pens, buttons, t-shirts, mugs, and wristbands. The full listing of our promotional resources is available for sale and can be found on [our website](#).

2. You may create your own marketing materials. If you choose to create your own LSVT branded marketing materials, write content about LSVT LOUD or LSVT BIG on your website, or just want to use our logo, we require a signed [Trademark License Agreement](#). Once we receive this form, we will send you our logo.

Rules for creating your original marketing materials:

Please read the LSVT Trademark and Copyright Guidelines document when creating your marketing materials. If you have any questions, please do not hesitate to ask.

Your verbiage must be at least 85% original content. If you would like to use exact wording [from our brochure, materials or website](#), the cost of using the copyrighted material is a \$150 license fee for 500 copies of printed material and/or usage on your website. With this basic license fee, you would be able to use our exact content in your colors, with your facility logo and contact info after approval of the final product. Please contact us if you would like us to draft the licensing data. There is no charge for just using our logo.

You must send us a copy of your final products, prior to use. Once your marketing materials have been approved by our corporate office, you may use them for your marketing purposes.

If you would like to move forward with using our logo or create your own marketing materials, please return the signed Trademark License Agreement by fax to 520-867-8839 or scan/email to info@lsvtglobal.com. Any additional picture or logo requests can be reviewed on an individual basis.

What information may I include in my marketing materials or works?

It is very important to convey information on the LSVT protocols accurately. Please feel free to use the information contained in our LSVT LOUD and LSVT BIG Fact Sheets, which are available to you electronically upon request:

Please visit our website for an abundance of information on LSVT BIG and LSVT LOUD as well as our upcoming patient seminars, free public webinars, events, and more! We encourage you to share a link to our website in your marketing materials and works.

Importance of reporting treatment fidelity

The name LSVT may not be used to describe any alternative delivery options (such as a dosage less than one-hour sessions, four consecutive days per week for four weeks) to the standard treatment protocol, except as taught in the training course. This policy is consistent with the standard of the treatment evidence supporting LSVT BIG and LSVT LOUD as a part of evidence-based practice.

It is unethical to imply to patients that they would be receiving a standard LSVT protocol if any element of the protocol is changed. Use of the name LSVT associated with any treatment other than full protocol LSVT is unfair to the patients and misrepresents the scientific and clinical data that support this treatment approach.

What other information should I include?

Marketing materials or other documents you create should always include contact information for LSVT Global. Example:

LSVT Global, Inc.

Phone: 1-888-438-5788

Email: info@LSVTGlobal.com Website: www.LSVTGlobal.com

What is the correct trademark to use? May I use the LSVT Global logo(s)?

LSVT Trademarks are extremely valuable because they represent to the world the standards of excellence and consistent quality associated with LSVT Global.

Consistent and correct use of the LSVT Trademarks ensures that the trademarks remain strong and that consumers associate the trademarks with LSVT's high-quality services and products. With strong trademarks LSVT can prevent others from using a similar trademark and thus prevent consumer confusion.

Please see "[LSVT Global Trademark and Copyright Information](#)" document for detailed information about how to correctly reference the LSVT Trademarks.

In order to use logos owned by LSVT Global, a license agreement must be signed and returned to LSVT Global. A copy of this agreement can be obtained by contacting our office at 1-888-438-5788 or by emailing info@svtglobal.com .

Am I allowed to use videos owned by LSVT Global in my story, work or website?

You may share the videos or a link to the videos found on our website www.lsvtglobal.com or blog <https://blog.lsvtglobal.com>. Please reference the web address from which the videos were obtained.

May I show the LSVT protocols on YouTube or publicly accessible sites?

It is acceptable for LSVT Certified Clinicians to produce/post media videos and presentations that demonstrate pre/post treatment outcomes, or clips of patients doing exercises with a clinician as part of a news story. The following guidelines should apply:

- Movements shown must be technically correct and follow the principles of LSVT BIG or LSVT LOUD treatment. If you would like a complementary review, please email info@lsvtglobal.com and we would be happy to do this, as well as provide feedback before you share your video with others.
- Use the correct terminology of “LSVT BIG” or “LSVT LOUD”, not just “BIG”, “LOUD” or “LSVT” or anything else if you are referring to the treatment protocols LSVT BIG or LSVT LOUD.
- You must inform either in audio or visual format where one can find an LSVT BIG or LSVT LOUD trained clinician by listing the website www.lsvtglobal.com or phone number.
- Follow all HIPPA guidelines.

It is unlawful to reproduce the LSVT BIG or LSVT LOUD Homework Helper DVD for any reason. Only LSVT Global, Inc. and its partners have permission to reproduce the LSVT Homework Helper DVDs.

It is strictly prohibited to post publicly accessible online video recordings (e.g., YouTube, Facebook Videos, etc.) of any part of the LSVT BIG or LSVT LOUD treatment protocol, including, but not limited to the Maximal Daily Exercises, BIG walking, Functional Component Tasks, Functional Phrases or Hierarchies.

If videos or other online publicly accessible media does not follow these rules and regulations, LSVT Global, Inc. reserves the right to have them removed from online publication or distribution in any manner.

Who can I contact for more information?

Please feel free to contact info@lsvtglobal.com. Office hours are 8:00 a.m. to 5:00 p.m. MST, Monday through Friday.



Phone: 1-888-438-5788 **Email:** info@LSVTGlobal.com **Website:** www.LSVTGlobal.com