

UCAP Speaker Guidelines

We appreciate our speakers! They are the source of information and inspiration that draws guests to our conference, and the reason why we consistently get high marks on the quality and relevance of our conference. We work to make our conference a safe place to learn about difficult issues, recognizing that some in our audience can be triggered by graphic content. Also, be aware that there may be teens in the audience. Please note these guidelines carefully, and feel free to contact Laurel Arnold (laurel@utahcoalition.org) if you would like to understand our audience better.

1. A title and overview that clearly explains your topic help people decide if they are interested in attending.
2. There is no need to spend much time making a case for the extent of the problem of pornography to this audience. They come because they are aware. Time is short and they want to learn what to do.
3. People appreciate positive, hopeful messages and success stories.
4. The more practical and specific the better, so people leave feeling they know what actions to take.
5. Recovery stories are great when they illustrate a process or tools for recovery that apply to those in the audience. What was learned that others could act on?
6. When presentations seem rushed, the audience feels like they missed out on important info. It's better to identify the most important points you want to make and cover them thoroughly than rush through too many ideas.
7. Use language geared for a general audience - watch for professional jargon.
8. The guests value open, straightforward discussion of this issue, but do not appreciate graphic sexual descriptions or visuals. **Please do not use sexual slang terms, or sexually triggering images or language, even with pixelated or blocked out areas.** We are happy to discuss any questions you have on content you would like to use.
9. Videos and slides are appreciated as long as they play a supporting role - people want to hear from you!
10. A handout is helpful.
11. People appreciate time for questions whenever possible.
12. The audience objects to presentations that feel like a sales pitch or are biased toward a particular product.
13. Please only show 3rd party video, photos, quotes, etc. that you have the appropriate fair use permission/copyright/license for, and give credit as needed.
14. We do welcome families to bring teenagers along - although they are a small part of the audience, please keep that in mind.
15. We are aware of very divisive opinions regarding the current social issue of same-gender attraction. Since our issue is pornography, sexual exploitation, and sexualized media and we believe these are harmful to all people regardless of age, gender, religion, race, or sexual orientation, we ask that you do not share any content, opinions, or comments regarding same-gender attraction. If you receive any questions related to this issue please ask them to contact you privately after the conference.
16. Please be mindful of the range of beliefs in our audience when referring to God, religion, or spirituality. Some speakers announce at the beginning of their breakout if their presentation will include a religious perspective to give attendees a chance to switch if they would like.