

**MARQUETTE UNIVERSITY**  
Memorandum

**Office of the Provost**  
**Madeline Wake**

**Office of the Senior Vice President**  
**Greg Kliebhan**

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**To:** Deans and Vice Presidents  
**Date:** January 23, 2002  
**Subject:** Guidelines on Talking to Members of the Media

Please distribute to faculty and staff who report to you.

**MARQUETTE GUIDELINES ON TALKING TO MEMBERS OF THE MEDIA**

In your position at Marquette, you may be contacted by reporters representing various media organizations requesting your comment on a myriad of topics, e.g., your job, your co-workers, financial or other data, University policy.

*Please note that the guidelines do not apply to faculty receiving calls as a faculty expert in a particular academic area. In that event, there is no need to notify the Office of Public Affairs. However, the Office of Public Affairs does appreciate knowing when interviews are conducted, and they are certainly willing to provide assistance.*

The following are guidelines on how to handle requests for comment.

- Ask the reporter their name, media outlet (i.e., Journal/Sentinel, WISN-TV, etc.)
- Do not answer their questions immediately.
- Tell them you will return their call within the hour once you have the time to locate the information and confer with your colleagues.
- They may push you a bit and say “c’mon you know the answer to that...just tell me now because I’m on deadline.” Tell them you will make every effort to get back to them quickly.
- Call Ben Tracy, Director of University Communication, and let him know what the reporter is asking you. In consultation with your Vice President or Dean, Ben will provide some guidance in forming your response.

Ben Tracy  
Director of University Communication  
288-7445 (desk) -- 313-7445 (cell)

If you have any questions about these guidelines, please call Ben Tracy, Madeline Wake or Greg Kliebhan.

**Cc:** Stephanie Russell  
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