



Guidelines for City Council Media Engagement

Study Session Meeting | November 4, 2025

Requested By: Deputy Mayor Pro Tem Roger Neal



BACKGROUND

Farmers Branch operates under a Council–Manager form of government.

Council provides policy leadership; the City Manager administers operations.

City Council play a key role in communicating the City's priorities and decisions to the public.

- Guidelines align with:
 - Texas Open Meeting Act
 - Texas Public Information Act
 - City's Media Relations Policy

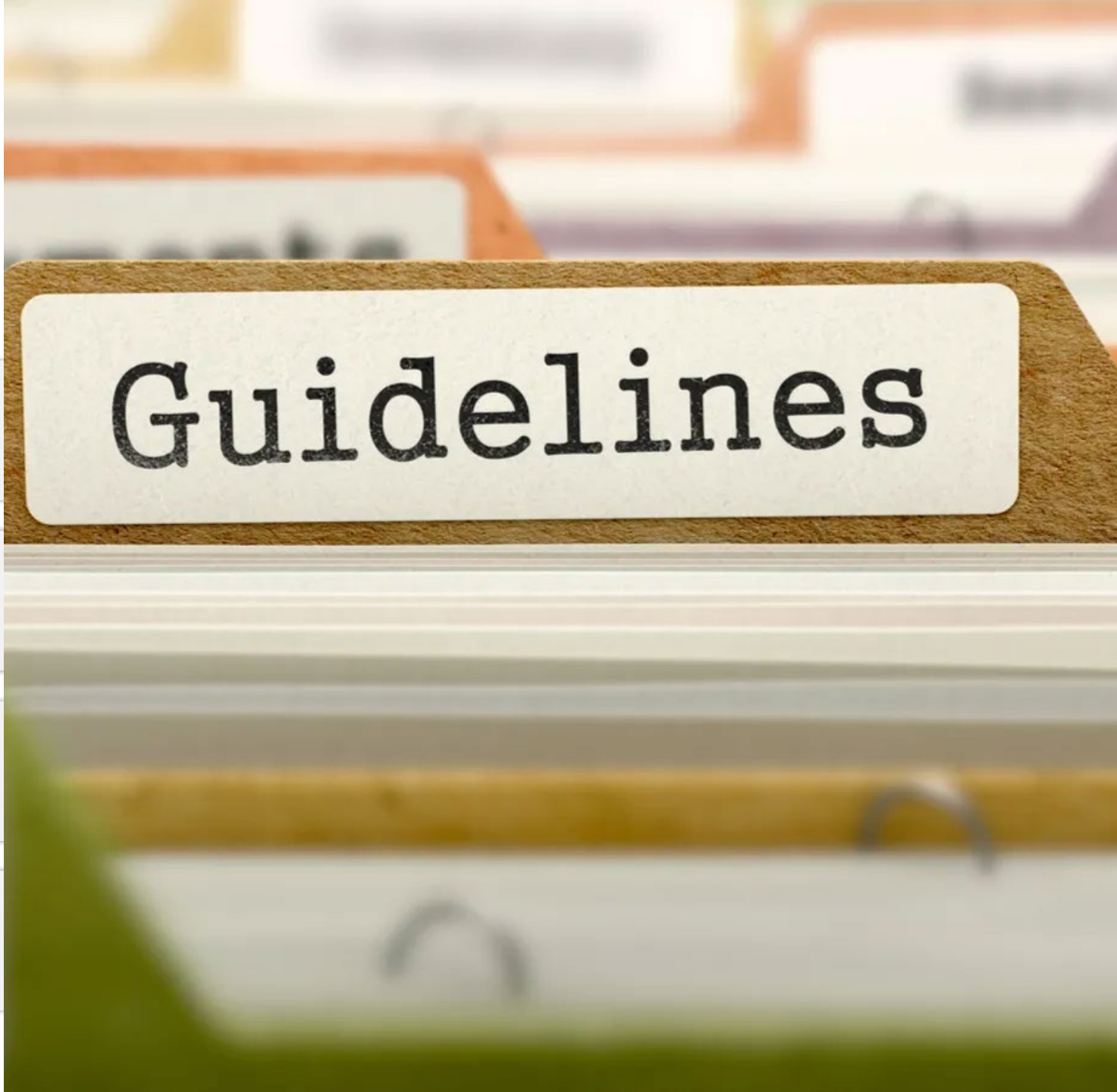
PURPOSE OF GUIDELINES

Guide the Mayor and City Council on how to interact with the media.

Reinforce principles of accuracy, transparency, and professionalism.

Support unified communication between elected officials and City staff by establishing clarity of roles.

Strengthen public trust and transparency by supporting consistent, fact-based messaging.



Guidelines

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Council Members may:

- ☐ Express individual viewpoints.
- ☐ Use disclaimers when views differ from Council action.
- ☐ Say “No Comment”
- ☐ Notify the City Manager when Council makes comments to the media.

Avoid:

- ☐ Discussion of personnel, procurement, economic development deals not yet disclosed, or litigation matters.
- ☐ Suggesting consensus among a quorum outside a posted meeting.
- ☐ Criticism of fellow councilmembers or staff.
- ☐ Sharing information that is not yet public.



Guidelines for Elected Officials' Media Engagement

DISCUSSION & NEXT STEPS

- ☐ Council feedback on proposed Media Engagement Guidelines.
- ☐ Consider direction on:
 - ☐ Adoption of the Council Communications Guidelines.
 - ☐ Ongoing coordination improvements with City Manager.
 - ☐ Does the Council want to consider appointing a Media Liaison amongst the Councilmembers?

Questions



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TEXAS