

Town of Hudson, NH

Policies and Procedures

Section: HCTV

Subject: Community Media (HCTV) Underwriting Policy

Policy Number: HCM-001	Revision Number: 1
Approved By: Board of Selectmen	Revision Dates: 1/13/2026
Origination Date: 08/21/2025	Review Frequency: Every Three Years

PURPOSE AND SCOPE

With declining Cable Franchise Fee revenues, we aim to support funding our department by inviting businesses and organizations to support our efforts through underwriting our in-house broadcasts.

APPLICABILITY

This policy applies to the Town of Hudson Community Media department/HCTV.

DEFINITIONS

Underwriting in community media is a form of sponsorship where businesses or organizations provide financial support in exchange for a brief, non-promotional acknowledgment on air. They are not meant to persuade but to recognize the support of the sponsor while maintaining adherence to the station's non-commercial rules and regulations.

UNDERWRITING PROCEDURES

Permissible Underwriting Messages

Users are permitted to include the following business or organizational details for identification and promotional purposes: the name of the business or organization, the length of time the business has been in operation, an established slogan or tagline, and contact information such as a phone number or website.

Non-permissible Underwriting Messages

The inclusion of certain types of content is strictly prohibited. This includes comparative, qualitative, or overtly promotional language; statements regarding pricing or value; and any inducements to buy, sell, rent, lease, borrow, or loan. Additionally, third-party endorsements, explicit calls to action, and the use of first- or second-person language (e.g., "you," "we," "us," "I") that may imply endorsement by the station are not allowed per the Cable Franchise agreement.

Additional guidelines

HCTV maintains strict content standards to ensure compliance with community media values and applicable regulations. Political advertising, including any form of secondary political promotion, is not accepted under any circumstances. Sponsorships that promote drugs, gambling, alcohol, tobacco, or firearms are also prohibited. To maintain consistency and adherence to content guidelines, all underwriting announcements must be produced in-house by HCTV staff. Furthermore, all content must comply with applicable laws and regulations, including those set forth by the FCC regarding underwriting announcements.

Payment for underwriting will be sent to the Town of Hudson finance department by check to the Town of Hudson – HCTV

UNDERWRITING TIMELINE

HCTV shall permit no more than seven (7) underwriters per fiscal year, with each underwriting agreement commencing on July 1 and terminating on June 30 of the Fiscal year in which the contract is executed.

Each underwriter shall receive a minimum of forty-four (44) broadcasts annually, along with a social media mention on Facebook on the day the corresponding event is broadcast live on HCTV.

If a business enters into an underwriting agreement after the start of the fiscal year, fees shall be prorated on a monthly basis for the remainder of the contract term.

POLICY REVIEW AND AMENDMENTS

This policy shall be reviewed and re-affirmed on a regular basis, no less often than every three (3) years, to ensure the accuracy and applicability of State and Federal statutory requirements, as well changes in departmental responsibilities. This policy shall be reviewed by the Director of Community Media, the Cable Advisory Committee, Town Administrator and Board of Selectmen.

APPENDIX : REVIEW DATES