

Wey Valley Radio - Our Values

Wey Valley Radio is a radio station at the heart of the local community in Alton and the surrounding villages. We provide a service of music, information and entertainment and a voice for all people living and working in the area. Everyone who volunteers for Wey Valley Radio is part of something incredibly special, delivering a unique service, which celebrates where we live.

Whether you are a presenter, producer or reporter, or you help in an off-air role, you are an ambassador for the radio station. Be proud of what you and your colleagues do, and seize every opportunity to talk about it, not just on air and at events, but with friends, family and colleagues.

You might be part of the team to gain valuable experience in the media industry, you might be doing it as an enjoyable hobby or perhaps you want to give something back to the community. Maybe, it's a combination of all three.

At Wey Valley Radio, we have some values, shared by the whole team. They represent the expectations we have for ourselves and each other.

1 We respect each other and celebrate our diversity - We treat each other fairly, and value and respect the contributions of others. We're open to views that might be different to ours, and voice our own openly and politely. Once a decision's made, we respect it and do everything we can to make it successful.

2 We are trustworthy and impartial – What we say on the radio or when representing Wey Valley Radio in the community stays on the right side of the Ofcom guidelines. For example, we might talk about our unmitigated love for Alton, but we wouldn't share the same love (or hatred) for a particular political party. This becomes even more important during election periods!

3 The audience is at the heart of what we do – Whether on air or online, we are here to serve the audience and aim to have as many people listening as possible. This is why, for example, we rotate our music during the daytime, which is based upon the songs our listeners are most likely to enjoy, rather than our personal favourites.

4 We look after our premises, equipment and promotional material – As a non-profit making organisation, money is always at a premium, so we should always take good care of the kit we are using. That said, if something gets damaged or doesn't work, do tell us straight away. It's better to know sooner, rather than later. If you are working at an outdoor location, please make sure you take everything you need and bring it back. Please also think about how we look – are the promotional flags up and are you wearing a Wey Valley Radio tee-shirt?

5 Being your best on air - Every link should be the best that it can be. Creativity is key... No-one will ever tell you off for trying something new, so long as it's within the Ofcom code. Seek feedback on your presentation and offer feedback to others when you get the opportunity. We can all learn from each other. On air, don't forget to cross-promote to other presenters, programmes and special events – it's good to spread the word!

If you have any questions about our Wey Valley Radio values, do have a chat with one of the Wey Valley Radio directors.