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For the past twelve years, Doug Sjonvall, promotions and marketing director of WRAT-FM (95.9) and WJRZ-FM (100.1), both Greater Media radio stations, has been steadily helping organizations and people of all ages by raising awareness of good causes and raising thousands and thousands of dollars for them. Doug, a Belmar resident, is proud to say that from his very first day at the radio stations his main focus has been helping others through public service announcements, gift donations, raffles, silent auctions, golf outings, and other charitable works.

From helping to save The Spring House, a woman’s shelter on the brink of closing its doors, to raising money for the LADACIN Network; donating toys for children in area hospitals; getting food for the Foodbank of Monmouth and Ocean counties, clothing for Family Resource Associates, and stocking stuffers and toys for the holidays, Doug’s sense of charity is an inspiration for all.

The Blood Drive Challenge he helped develop and coordinate has significantly helped ease blood shortages in New Jersey by getting high school students, and their parents and friends to donate blood each year. Through Doug, the radio stations have been the sponsors of the American Cancer Society’s Relay for Life (10 years); the MS Walk and Bike-a-thon (nine years); and the Tour de Cure bike ride for the American Diabetes Association, among other events.

Doug says he loves working in radio. “Every day is different and it is wonderful to meet so many different people. Knowing that through the radio stations I can make a difference—that’s what keeps me going.”

Doug was born in Westchester, New York, the middle child of three. His interest in radio began when he was in high school, and it was then he decided to pursue his interests in SUNY University of New York, College at Fredonia, earning a B.A. in communications and a minor in marketing. After earning his degree in 1992, Doug went to work for radio station Q104.3. Although he began his career working the phones at the studio, he soon rose to promotions assistant and then promotions coordinator. Unfortunately, the station was sold.

In 1996, however, Doug started working at The WRAT as promotions and marketing director (and then later WJRZ as well) where his spirit of giving, his dedication to people and causes, and his concern for others knows no bounds.