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106.3's new radio format serves morning "Pork Roll 'n' eggs"

By MAUREEN
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The newly formatted Hit-106 (WHTG 106.3/106.5) is adding another dimension to its Top-40 genre. In addition to bringing on some of the live talent it promised a few weeks ago, the station is adding a super-local talk, news, traffic and weather morning show with two on-air Shore people.

In an exclusive to Radio Somewhere, Press Communications — which recently came under a hailstorm of protests from G-Rock fans for closing down that stations' rock format — told us the new breakfast show "Pork Roll 'n' Eggs" will serve heaps of laughs and local patter.

Program director Mike Fitzgerald, who doubles as on-air talent along with Dianne De Oliveira on WWZY's The Breeze Morning Show, said, "They're lifers. I don't think they've ever been more than five miles away from our radio station."

Nina Siciliano, 30, is originally from Asbury Park and her co-host Tom Devoy, 32, originally from Neptune, lives in Asbury Park now. Siciliano and Devoy both attended elementary school at Our Lady of Mount Carmel and high school in Ocean Township — Devoy, Class of '95, and Siciliano, Class of '96. Siciliano has a degree in radio and TV communications from Monmouth University (Class of 2002).

Devoy, a professional comedian who gives his "mental age" as 16, graduated Ocean Township High School in '95. He broke into comedy in Ocean Township at the now-defunct improvisational club, Rascals, on Route 35. He's also appeared on cable television's Comedy Central, Laugh Riot and Premium Blend.

Pork roll, NY-style?

"Pork Roll 'n' Eggs" will dish up plenty of jokes to a smile-starved, recession-affected audience. Devoy defines his comedy as New Yory style: "awful sense of humor — pretty much hating everything," he says. "If I like something Jesus must have touched it." He's the pork to Siciliano, the eggs.

WJLK's 94.3 FM The Point listeners may recognize Siciliano from her part-time gig on the air there. Niece of Sam Siciliano, vice president of advertising for the Asbury Park Press, Nina Siciliano should know plenty of bail-out jokes. For the past three years she's been a client manager for Bank of America.

Matt Knight, who helmed "Matt at Night" from 7-10 p.m. and the "5 O'Clock Shuffle" on G-Rock, is now assistant program director and music director for Hit-106. Knight, whose career goes back to the B98.5 era before WBBO became G-Rock, will do the the "Hit Mix" at 5 (p.m.), playing 20-minute continuous mixes of area club DJs' shows.

"We'll be getting mixes from DJ Unique, DJ Prime and DJ Menson," says Knight, to showcase the DJs and promote the clubs where they're appearing. "We're in talks with other DJs, too."

Fitzgerald said the morning news will be provided by Press Communications' own seven-person news department of full and part-time employees. Whether news people or the morning talent will read the news was yet to be worked out at press time.

Another DJ program added to the mix is "Nudge at Night," a syndicated show out of Los Angeles. (Nudge will also have a local night and midday in a few weeks.) Scott Lowe, who did "Radio Kaos All Request Party" on Saturday nights on G-Rock, joined Matt Knight on Hit-106, as of Feb. 2, for "Scott and Matt in the Afternoon," in the 3-7 p.m. slot.

Country music fans will notice WKMK's new branding on Monday, "Ocean County's Country (pause) Thunder 98.5." Says Fitzgerald, "You'll hear lightning, thunder . . . It's up-tempo, edgier, but definitely country."

Of Hit-106, Knight says, "Right now it's a work in progress. We're offering the people of New Jersey what New York can't offer. We're super-serving the people of New Jersey. We will dominate the marketplace."

"Pork Roll 'n' Eggs" — and cheese: That's it, that's what's missing. Maybe there's a place for Michele Amabile after all . . .

Asbury Park Press radio correspondent Maureen Nevin Duffy created and hosted "Asbury Radio — The Radio Voice of Asbury Park," a weekly public affairs talk show over WYGG, 88.1FM. It continues as a blog on AsburyRadio.com. Please send your comments and suggestions regarding Radio Somewhere to AsburyRadio@aol.com or 3 Deal Lake Court, Asbury Park, NJ, 07712.
