

Mix 101.5's Bill Jordan

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Photography by David Sciabarasi*

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Fuquavian Bill Jordan and Raleighite Sheri Logan characterize their working relationship as a marriage and use their differences to create on-air chemistry.



One step into the Mix 101.5 radio studio in the morning and it's clear – there's one show on air and one show off air.

Many Western Wake listeners wake up to the voices of Bill Jordan and Sheri Logan in the morning for their commentaries on pop culture, family stories and general fun antics. What most listeners probably don't know is that the fun continues off air. According to Bill, their ability to feed off of each other is what makes the show sizzle.

"About 95 percent of the time we're having a blast," he said. "It has to come across naturally. We're enough alike and enough different that it works."

Finding that balance between entertaining without hate humor or bad language, while still engaging listeners is the name of the game. According to ratings, the station, which is the only stand-alone FM station in the market, owned by Capital Broadcasting Co., is making the grade.

"If (ratings) go up, it was us. If it goes down, it was something else," he said with a chuckle.

Every morning, Bill gets up at 3:30 a.m. and drives from his Fuquay-Varina home to the station in downtown Raleigh, something he says is the toughest challenge of his job. Although the show has a few guidelines, there's no script, and the morning banter is unrehearsed. It's almost like listening to a conversation among friends.

"I never think about when I talk into this microphone and maybe 80,000 people are listening," he said. "I can't comprehend it."

Bill attributes his comical radio style to growing up watching sitcoms and memorizing comedy albums like the Bill Cosby album, and always being the class clown. "It teaches you a sense of timing," he said.

Radio Broadcasting Beginnings

While at the University of Richmond his freshman year, Bill would spend the weekends with his oldest brother at the local radio



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(left) Bill has had the opportunity to interview many celebrities over the phone including Jeff Foxworthy, Jimmy Buffet and Patricia Heaton, to name a few. His most memorable in-studio interviews included Charlton Heston, Clay Aiken and the lively Richard Simmons. (below) Morning show producer Wayne Michaels keeps the crew in check, and has worked with Bill since he came to the station in 1989.

station where he worked. That’s when he was bitten by the “broadcasting bug,” as Bill calls it.

He left college to pursue a career in radio, working in Petersburg, Va., followed by stints in Roanoke and Tidewater, Va., for five years and then he returned to start an FM station in Roanoke. After five years there, he and his wife of 24 years, Marianne, headed to Charleston, S.C., for a year and then moved to the Triangle.

In 1986, Bill said he got a call to work for G105.1, which at the time was owned by the *Herald Sun*. That’s when he moved to Cary for a year before relocating to Apex for nine years. Bill started with Mix 101.5 in November 1989. When his daughter Jessica, 22, decided to go to Fuquay-Varina Senior High School eight years ago, the family put their roots down in Fuquay.

It’s not uncommon to hear Bill joking on air about Fuquay and making it out to be “hick country.”

“That way, no one will want to move out there and I’ll have the place to myself,” he said.

The truth is, Fuquay is a growing hot spot, and Bill gets noticed when he’s out and about at Sunni Sky’s Homemade Ice Cream, Home Depot, Nil’s Bakery or practicing his golf swing at Crooked Creek Country Club.

Although he’s heard the latest trend is to refer to the town as “The Quay,” he jokingly prefers “Fuquavia” and calls himself a “Fuquavian” because it sounds less trendy and less elitist.

When fans see him, he often hears, “You’ve got more hair than I thought.” On the flip side, fans of the show are also giving him the biggest compliment when he hears, “I feel like I know you.”

Something fans of the show may not know – his most memorable moment was flying with the Blue Angels at Cherry Point, N.C., even though he passed out three times.



“That was my best day,” he said.

Another memorable day for Bill is when the radio station puts on the annual Duke Children’s Hospital Radiothon in November. Working with the kids, parents and volunteers is always an unforgettable experience, Bill said.

“It puts everything into perspective,” he said. “It’s very humbling.”

Whether it’s Bill, Sheri or traffic reporter Vanna Fox, the whole Mix 101.5 crew said they enjoy working with each other and in what is typically as a cut-throat, bottom-line business, it’s important to have fun at what they do. Bill counts himself fortunate to have friends as coworkers and can’t see himself entertaining Western Wake listeners any other way.

He said, “I hope this is it for me.” 