

Announcers and DJs

SOC: 27-3011 • Career Profile Report

■ Key Facts

\$43,680

Median Salary

39,500

Employment

-2.0%

Growth Rate

■ Requirements & Salary Range

Education: See Requirements (BLS)

■ Automation Risk Assessment

Low Risk - 15.0% probability of being automated in the next 10-20 years.

This job is relatively safe from automation due to its creative, social, or complex problem-solving requirements.

■■ Work-Life Balance

5.4/10 - Fair work-life balance

■ Personality Fit (RIASEC)

Higher scores indicate better personality fit for this career type.

Realistic	5.0/10	Investigative	5.6/10
Artistic	9.6/10	Social	7.4/10
Enterprising	6.2/10	Conventional	4.4/10

■ Top Skills Required

Business skills, Computer skills, Interpersonal skills, Persistence, Research skills, Speaking skills, Writing skills

✓ Strengths

- High Demand
- Flexible Work
- Continuous Learning

■ Challenges

- Burnout Risk
- Rapid Technological Change

■ What They Do

Announcers and DJs are media professionals who engage, inform, and entertain audiences through **spoken communication, music programming, and live or recorded broadcasts**. They serve as the on-air voice of radio stations, television programs, streaming platforms, and live events, shaping how content is presented and experienced. Beyond simply speaking into a microphone, announcers and DJs curate programming, connect with audiences, and often represent the public face of a media brand.

This career is well suited for individuals who enjoy performing, communicating, and working in fast-paced, creative environments. Announcers and DJs often blend technical skill with personality to build audience trust and engagement.

What Do Announcers and DJs Do?

Announcers and DJs present content to audiences in real time or through recorded media. Their responsibilities vary by platform and format but focus on clear delivery, audience engagement, and content flow.

Common responsibilities include:

- Introducing music, news, sports, or entertainment segments
- Hosting live or recorded radio, television, or online programs
- Operating audio and broadcast equipment
- Selecting, scheduling, or curating music and content
- Conducting interviews with guests or performers
- Providing commentary, announcements, or event narration
- Engaging with audiences through social media or live interactions

Types of Announcers and DJs

This occupation includes several distinct roles across media formats:

- Radio Announcers and DJs: Host music shows, talk programs, or news segments on radio stations.
- Television Announcers: Present news, sports, or entertainment content on TV broadcasts.
- Sports Announcers: Provide play-by-play commentary and analysis for sporting events.
- Public Address Announcers: Make announcements at stadiums, airports, or public venues.
- Podcast Hosts and Streamers: Create and host audio or video content for digital platforms.
- Event and Club DJs: Perform live music mixing at venues, events, or festivals.

Skills and Abilities Needed

Announcers and DJs must combine communication skills with technical and creative abilities.

Core Professional Skills

Personal Qualities That Matter

Education and Training Pathway

Educational paths vary, but skill development and experience are essential:

- High School or Postsecondary Education: Coursework in communications, broadcasting, or media studies
- Hands-On Experience: Internships, campus radio, podcasts, or online streaming
- Technical Training: Learning audio production and broadcasting equipment
- Portfolio Development: Demo reels or recorded segments showcasing on-air skills
- Ongoing Skill Building: Keeping up with media trends and audience preferences

Where Do Announcers and DJs Work?

Announcers and DJs work across traditional and digital media environments:

- Radio and Television Stations
- Streaming Platforms and Online Media
- Sports Arenas and Event Venues
- Nightclubs, Festivals, and Live Events
- Podcast Networks and Production Studios
- Freelance and Self-Employed Settings

Work schedules may include evenings, weekends, or irregular hours.

Is This Career Difficult?

This career is highly competitive and performance-driven. Success depends on talent, consistency, audience connection, and adaptability to evolving media platforms. Live broadcasting adds pressure, but it also rewards quick thinking and creativity.

Who Should Consider Becoming an Announcer or DJ?

This occupation may be a strong fit if you:

- Enjoy speaking or performing in front of an audience
- Have a strong interest in music, media, or entertainment
- Are comfortable with live or unscripted situations
- Like building a personal brand or following
- Want a creative, dynamic career path

How to Prepare Early

- Join school or community radio and media programs
- Practice public speaking and voice control
- Learn basic audio editing and production tools
- Build an online presence or content portfolio
- Seek internships or volunteer roles in media settings

Announcers and DJs bring voices, stories, and music to life, shaping how audiences connect with information and entertainment across modern media platforms.

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Source: <https://www.bls.gov/ooh/media-and-communication/announcers.htm>