

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 typically perform the following tasks:

- Read news flashes to inform audiences of important events.
- Announce musical selections, station breaks, commercials, or public service information, and accept requests from listening audience.
- Operate control consoles.
- Identify stations, and introduce or close shows, ad-libbing or using memorized or read scripts.
- Study background information to prepare for programs or interviews.
- Prepare and deliver news, sports, or weather reports, gathering and rewriting material so that it will convey required information and fit specific time slots.
- Record commercials for later broadcast.
- Keep daily program logs to provide information on all elements aired during broadcast, such as musical selections and station promotions.
- Develop story lines for broadcasts.
- Select program content, in conjunction with producers and assistants, based on factors such as program specialties, audience tastes, or requests from the public.
- Write and edit video and scripts for broadcasts.
- Interview show guests about their lives, their work, or topics of current interest.
- Comment on music and other matters, such as weather or traffic conditions.
- Make promotional appearances at public or private events to represent their employers.
- Provide commentary and conduct interviews during sporting events, parades, conventions, or other events.
- Host civic, charitable, or promotional events broadcast over television or radio.
- Locate guests to appear on talk or interview shows.
- Coordinate games, contests, or other on-air competitions, performing such duties as asking questions and awarding prizes.
- Attend press conferences to gather information for broadcast.
- Maintain organization of the music library.

*Generated by StartRight • Data from U.S. Bureau of Labor Statistics & O*NET*

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