

COVER



ELECTRONIC PRESS KIT · 2026

• HEARD DAILY ON SIRIUSXM THE HEAT · CH. 46

DJ Steel

aka Steel The Show

SIRIUSXM PERSONALITY | OPEN-FORMAT DJ
| PRODUCER

Hip-hop authority. House energy. Premium live experience.

NATIONAL PLATFORM

SIRIUSXM THE HEAT · CH. 46

SCHEDULE

MON-FRI · 12P-6P ET · SAT · 1P-6P ET

PLATFORM REACH

SIRIUSXM PLATFORM OF 150M+ MONTHLY LISTENERS · 30K+ INSTAGRAM

STEEL THE SHOW · EPK

01 / 06

THE SOUND OF CULTURE, CURATED LIVE

A national voice with the *access to match.*



DJ STEEL · STEEL THE SHOW

ON-AIR HOME

SiriusXM The Heat · Ch. 46

MONDAY-FRIDAY

12P-6P ET

SATURDAY

1P-6P ET

SPECIALTY SHOWS

Friday Night Fire · Fridays, 12A-2A ET

Saturday Night Lit · Saturdays, 9P-3A ET

THE ARTIST

STEEL THE SHOW

DJ Steel, also known as **Steel The Show**, is a nationally heard media personality, DJ, host, producer, and SiriusXM radio voice known for blending hip-hop authority, open-format versatility, and high-energy live performance into one premium experience.

As a trusted voice on **SiriusXM The Heat**, Steel connects with artists, audiences, and culture through SiriusXM's national platform while bringing that same authority and energy to select live events, clubs, brand experiences, media opportunities, and private engagements.

The Sound of Culture, Curated Live.

Introduced to music early through his mother, a New Jersey disc jockey, Steel developed a deep understanding of crowd control, timing, and musical storytelling that has shaped his career for more than three decades. That foundation runs through everything he plays: hip-hop and R&B at the core, then House, Tech House, Afro Beats, Latin, and open-format programming designed for modern, multicultural rooms.

Now expanding into original production under the *Steel The Show* brand, he occupies a rare lane — a media personality with the live-show pedigree of a club veteran, and the cultural access of a national broadcaster.

Platform Reach & Audience: National reach through SiriusXM's platform of 150M+ monthly listeners, plus a growing social audience across DJ Steel and Steel The Show platforms, including 30K+ Instagram followers.

150M+

PLATFORM REACH & AUDIENCE

- SIRIUSXM PLATFORM 150M+ MONTHLY LISTENERS
- INSTAGRAM @DJSTEEL · 30K+ FOLLOWERS
- WEBSITE DJSTEELWORLDWIDE.COM
- BOOKING MGMT@DJSTEELWORLDWIDE.COM

Curated for the room. *Built for the moment.*

DJ Steel delivers a **premium open-format experience** built on hip-hop authority, R&B taste, throwback timing, Afrobeats energy, and house-driven movement. His sets are designed to read the room, build momentum, and create a live experience that feels curated, current, and culturally connected.

Steel’s live approach is built around controlled momentum: starting with records the room knows, tightening the rhythm, then moving through house-driven grooves without losing the crowd. The result is a set that feels familiar, elevated, and unexpected at the same time.

01 — Foundation Hip-Hop Authority Three decades of genre fluency, validated daily on national radio. The catalog is the catalog — and Steel knows where every record sits in the culture.	02 — Range Open-Format Versatility R&B, Afrobeats, Latin, Top 40, throwbacks. The room shifts and the set shifts with it. No two nights play the same way.	03 — Energy House-Driven Movement House and Tech House are woven into the set with intention, shifting the room from familiarity into rhythm, groove, and peak-time movement.	04 — Instinct Live Crowd Control The radio voice and the club veteran are the same person. Pace, timing, transitions — all in service of the moment, not the mix.
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Trusted in the culture. *Connected to the artists.*

Steel's work on SiriusXM The Heat places him at the center of music, media, and artist culture — building real relationships across hip-hop, R&B, entertainment, and beyond.

SiriusXM

NATIONAL PLATFORM

The Heat

CH. 46

Weekdays

+ SATURDAY PRESENCE

12+

MARQUEE INTERVIEWS

12+

MARQUEE INTERVIEW HIGHLIGHTS

Notable Interviews & Conversations

A curated snapshot of high-level artist access across hip-hop, R&B, and entertainment culture.

50 Cent

Future

Rick Ross

Nelly

Big Sean

Janelle Monáe

Shaggy

Robin Thicke

FLO

Rsonist of The
Heatmakerz

Additional interviews and conversations span emerging artists, established hitmakers, cultural figures, and major voices shaping today's music landscape.

Available for *select bookings* and premium live experiences.

DJ Steel aka Steel The Show is available for select nightlife, brand, media, and private event opportunities, built around quality of room, audience, and partnership rather than volume.

Sets can be tailored for open-format rooms, house-forward nightlife, brand activations, and culture-driven events.

01 Nightclubs	02 Lounges	03 Brand Activations	04 Festivals	05 Celebrity & Private Events
06 Corporate / Culture Events	07 Hosted Appearances	08 Radio & Media Activations		

SET DURATION 90 minutes to 3 hours	MUSIC SOURCE Serato	EQUIPMENT Pioneer CDJs · Pioneer / Rane Controllers	TRAVEL National & International
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Premium private appearances available by request.



BOOKING & APPEARANCES

Book *DJ Steel aka Steel The Show.*

For select bookings, appearances, brand events, and premium live experiences — direct all inquiries to management.

MANAGEMENT

mgmt@djsteelworldwide.com

SEND BOOKING INQUIRY

WEBSITE

djsteelworldwide.com

INSTAGRAM

[@djsteel](https://www.instagram.com/djsteel)

SOUNDCLOUD

[@steeltheshow](https://www.soundcloud.com/steeltheshow)

MIXCLOUD

[@steeltheshow](https://www.mixcloud.com/steeltheshow)

YOUTUBE

[@steeltheshow](https://www.youtube.com/steeltheshow)