

CALLING THE GAME



Rosenberry calls plays from the announcers' booth at Wayne High School's stadium.

Sports have always been a passion for Ted Rosenberry.

Growing up, he played baseball and basketball, but there was one sport he was forbidden from participating in. "I was not allowed to play football—I was a very skinny kid—but I played football video games," he said. "I watched football religiously, and I still do to this day. So, I've always been interested in sports and always followed along with it. That comes from growing up with my dad and him loving sports as well."

Because of this, talking about sporting events came naturally to him. While Rosenberry never studied journalism or broadcasting while in college, he was the morning radio host on Norse Code Radio at Northern Kentucky University from 2007 to 2010. He also hosted a sports talk show on Thursday nights called "The Sports Patrol," and had the role of sports director. "I learned a lot from my college radio experience, including how to produce a show, how to transition in and out of commercial

breaks, and how to piece a show together segment by segment," he said. "The sports talk show in particular taught me how to be efficient at explaining a topic, such as a specific play or the outcome of a game."

After transferring to a different school, Rosenberry decided to take some time off from college, eventually beginning his USPS career in 2015 as a city carrier assistant working in The Plains, OH. While there, a morning show host for one of the local radio stations was one of his postal customers. "I was very persistent—some would call it nagging him—to see if I could help out at the radio station in any way I could," he said.

Rosenberry's persistence paid off. "Eventually he said, 'Well, I can't accept volunteer work. All I can do is pay you. So, if you would like, I can train you to do this,'" the carrier said. "And that's where it started. ... He was kind enough to give me an opportunity to learn all the ins and outs of all the background stuff when it comes to radio."

The carrier started working for 970 WATH and 105.5 WXTQ in Athens, first producing high school football game broadcasts behind the scenes on WXTQ by "running the board," he said, making sure all the commercials play, making sure the mics are on, and communicating with the broadcasters. He later hosted the nightly talk show, "The Sports Fan" on WATH as well.

The next year, the Dayton Branch 182 member became a regular and transferred to the Miamisburg station. He soon found a radio role in nearby Huber Heights with the Oldies 97.3 sports team as a producer running the board and also serving as an occasional sideline reporter.

"I did that for couple of years and then stopped [in 2017] because I actually started my own website to cover high school football for a couple of years," Rosenberry said. "Life kind of got in the way, so I had to step away from broadcasting and journalism."

A new opportunity popped up in 2023 when Rosenberry got a message

from an old friend at Oldies 97.3 saying that he needed some help with the broadcast and asked if Rosenberry could help with color commentary for a football game as a substitute. “We had just gotten out of COVID, so I was more than happy to get back into broadcasting,” he said.

Rosenberry subbed in at a couple of games in 2023, and when his friend

stepped aside for personal matters, he took it on as more of a regular, first as a color commentator in 2024 for football and basketball. He got his big break starting with the 2025 football season taking over as play-by-play announcer at Oldies 97.3 for Wayne High School in Huber Heights, while also producing the broadcast and setting up all the broadcast equipment.

There are two types of athletics announcing: play-by-play and color commentary. “So, the play-by-play... you’re giving the generalness of it, such as, you know, ‘There’s a fly ball to left field and it’s caught, and there’s the first out,’ ” Rosenberry said. “And the color commentary is filling in all the blanks, putting all the details in there saying, you know, ‘It was a good pitch, and he didn’t quite hit it right, so it was an easy play for the left fielder,’ things like that. ... The play-by-play you’re drawing the outline, and color commentary you’re filling in inside the outline like a cartoon.”

The color commentary has always come fairly natural to him, especially growing up as a singer and actor performing in high school musicals and plays. “Having that performance aspect to it definitely helps calm my nerves with all the broadcasts,” he said.

His first experience was a slightly different story, though. “When I did my first game play-by-play, I was understandably nervous going into the game,” Rosenberry said. “However, one thing that helped was by complete accident. It was a game between Wayne and... a school in the Columbus area, and there was a travel delay. The team bus for Wayne did not arrive to the stadium until the game was scheduled to start, so we went on

the air and we had to fill time because there was a delay and we didn’t know when to start. So, that actually put me at ease for everything.”

Overall, he tries to just be himself. “In my college radio days, I took on an alter ego that was a little bit more ornery than I am in real life. I took the professional wrestling approach of ‘take your own personality and dial it up to 11,’ ” he said. “But for sports broadcasts, I’m just myself. ... I have a few quirks and I have a few different things that I like to say, but I’m not trying to be anything other than my authentic self.”

He’s now doing every football game in the fall, regular season and playoffs, as well as select basketball and baseball games, usually about once a week. “I do the play-by-play commentary, but I also help set up the equipment as far as the microphones, the making sure we have access to an internet connection so we can... have the game streaming,” he said. “But also, I have my laptop with me so I can still run the commercials and make sure everything is turned on as I’m doing play-by-play.”

His broadcast is on the radio on Oldies 97.3 FM in Huber Heights, but it also streams online at daytonoldies.org, and there’s also an Oldies 97.3 app where it can be streamed from anywhere. “We have regular listeners in England, Alaska, Canada. One football game, we had someone listen to the entire game streaming from New Zealand,” Rosenberry said. “It’s a small audience, but we get people from all over the place, people that used to live in the area and people that have just found the station for both the oldies music, but also for our coverage of high school sports.”



Rosenberry shows off his field pass for the game.

Rosenberry had some announcer role models growing up in Cincinnati. “For 45 years, Marty Brennaman was the play-by-play man on the radio for Reds games, and I was lucky enough to meet him on a couple of occasions, once when I was a kid and once when I was an adult,” he said. “I actually got to, as an adult, ask him for advice on broadcasting, and he gave me some very kind words and some useful advice to stick with it and, you know, to do the best I could.”

He also looked up to ABC Sports TV broadcaster Keith Jackson. “I never got to meet him before he passed away,” he said, but “he was the voice that I would hear and say, ‘That’s the voice of an announcer,’ and that’s the style that I want to be. I want to be able to do what he does.”

It takes prep work at home at night researching whatever information he needs for the next matchup. “For each basketball and baseball game, it usually takes about an hour to two hours to come up with all the stats and information that I need, and also to write down a little monologue to start each broadcast with,” he said, and added it can take up to six hours for a football broadcast “making sure I have all the different schedules for both teams, knowing... who they’ve played, who they’re about to play, any sponsors that we have that I want to make mention on the radio. So, there’s a lot that goes into it for any given broadcast.”

There are quite a few reasons Rosenberry enjoys his side gig. “Honestly, it’s a bit of an escape for me. A lot of things in life we are not able to control, whether it be internal or external,” he said. “But when I’m on the air and I’m describing the action, I’m in complete control of everything, both with what

I say, with how the broadcast goes, but also, I’m able to have some camaraderie with the person I’m broadcasting the game with.”

On occasion, Rosenberry said, spectators have approached his team, which includes Zack Riepenhoff and Kyle Corbin, before or after a broadcast “just thanking us for doing this and showcasing the—not just the games, but being able to give the kids a spotlight and being able to let the kids have their moment.”

They were in the national spotlight this past basketball season as well, where a player on the Wayne High School team made a half-court shot and the school won the game because of it. “The video of that actually was on [ESPN] SportsCenter that night as the No. 1 play,” he said. “Later on, we were able to splice our audio of that game with that video and post it onto Facebook, and it got all kinds of positive response, and it was very exciting. I was very proud to be able to be a part of that.”

Rosenberry is not on the overtime list at his post office, so he hasn’t had trouble making it to the evening games, and many of his co-workers know about his side gig, which makes for interesting conversations at work the morning after football games of how the teams did and how his broadcast went. “It’s actually led to a very open and positive working environment,” he said.

His favorite sport to announce is football. “With football, you’ve got

the play itself, but you also have the little details of what goes on around the play and that you might not see if you’re... just watching where the ball is. ... And I love that challenge of being able to see, ‘OK, what in this play is important and what’s maybe something that most people might miss?’ and be able to bring that to an audience,” he said. “I’ve mentioned my dad is a huge sports fan, and I’ve been with him a lot of times, and I’ll point out little things that even he doesn’t see because of my experience with doing games on the radio.”

Rosenberry said he hopes to continue with his broadcasting endeavor as long as he can, “all while proudly representing the NALC and USPS in the community and on the air.” His only goal is to keep having fun with it. He’s simply taking it day by day and preparing for the next game on the schedule. “Our next broadcast is tomorrow, weather permitting,” he said. **PR**

