



We love hearing from MTSU Alumni - especially 2 time alumni - like Ronald Roberts who reflects nostalgically about his favorite memories at MTSU (including an MTSU basketball victory over Kentucky), shares his career journey and advice for anyone considering graduate school. Are you considering graduate school as your next step? Our application is open at mtsu.edu/graduate. MTSU Alumni Association **Middle Tennessee State University (MTSU)** #education #masscommunications #masters

When did you graduate from MTSU? BS in Mass Communications 1984; Masters in Education, 1991

Where are you living now? Murfreesboro, TN

What programs did you graduate from? Major – Mass Communications, Broadcast Journalism

How did you choose to pursue a graduate degree? At the time I was Assistant Director of Public Relations at MTSU and I thought a master's in education would be beneficial on that career track, plus I'm a strong believer that an advanced degree can be beneficial both personally and professionally.

Favorite memory of attending MTSU? I have two: number one, meeting my wife, and number two, the night MTSU beat Kentucky in the NCAA basketball tournament. The Campus went crazy.

Describe your career path for us: After graduation I went to work at The Nashville Network (TNN) as an intern which led to a full-time job as a staff assistant. I was promoted from staff assistant to production assistant to assistant director. I left TNN to go to MTSU as assistant director of public relations. After earning my master's degree while working in the PR office, I joined the faculty as an instructor in the journalism department in the College of Mass

Communications teaching journalism and PR courses. I left MTSU to join Dye, Van Mol & Lawrence (DVL) public relations agency as an Assistant Account Executive. Over time I was promoted until eventually becoming President and CEO of DVL. In 2015, DVL and Seigenthaler Public Relations merged and were then acquired by Finn Partners and became DVL Seigenthaler | Finn Partners. I'm now a Managing Partner at DVL Seigenthaler | Finn Partners.

What advice would you give to a perspective student thinking about graduate school? Think about the benefits both personally and professionally. Even though my master's degree is in Education, a lot of the tools and skills I learned in classes have helped me throughout my career. But you have to be serious about it. Graduate school is not a place to experiment. You need to be focused.

In what ways have you stayed connected with your alma mater? I often speak College of Media and Entertainment (formerly College of Mass Communication) classes; I currently serve of the Board of Trustees for the College of Media and Entertainment; I have served two terms on the MTSU National Alumni Association; and I'm currently Vice-President of the MTSU Foundation