

ORAL HISTORY COLLECTION

MAIN ENTRY: Ross, Billy I.

DATE OF INTERVIEW: April 22, 2004

LOCATION OF INTERVIEW: Southwest Collection/Special Collections Library

INTERVIEWER: Daniel U. Sánchez

FORMAT: CD

IDENTIFICATION NUMBER: 3159 2121 1165

LENGTH OF INTERVIEW: 1 hour 32 minutes

SCOPE AND CONTENT NOTE: In this interview Billy I. Ross gives account of his background and later talks on how he contributed to the mass communication program at Texas Tech University.

ABSTRACT:

CD ONE

TIME STAMP

Introduction	00
Birth information	
Parents	
Growing up and early educational background	
Houston	
Masters	
Sports in Kentucky	
Reason behind his decision	
Working at Texas Tech University	08
Mass Communications building	

Growth of the mass communication program	20
Limiting enrollment	
Top ten percent policy	
Billy's impact within the department today	
How his experience at LSU contributed to his action at TTU	31
How his views on mass communications contributed to MC	
Funding for Mass Communication	
Feeling accomplishment	
The call from LSU	41
When John came on board	
Wanting to expand MC to the Hispanic community	
How MC could work with expanding borders	
Determining what is funded	52
Billy's idea for media history	
Book	59
Carter	
Difference in interests	
Holdings in first broadcasting station	
Prosperous local television station	
Research that takes place within the school	1:10
His advice to students	
Getting his doctorate	
First job experience	
His ease of applying change at institutions worked	
Getting accustomed to the teaching job	1:20
Being able to evaluate students	
Information on the induction	
Taking advantage of resources	
Final comments on his overall attitude on experience in the field	1:31
Interview ends	

DATE OF BIRTH OF INFORMANT: 1925

GENDER OF INFORMANT: Male

ETHNICITY OF INFORMANT: