

It Happened One Afternoon: Capra Literary Luncheon Draws Capacity House

Journalists, journalists in training and many others gathered in Doheny Memorial Library March 27 to hear author Joe Saltzman talk about director Frank Capra's film portraits of their profession.

Saltzman, a television journalist of distinction (more than 50 honors, including the Columbia University DuPont Broadcast Journalism Award) who is now professor of journalism and associate dean of the Annenberg School for Communication, discussed his new book, *Frank Capra and the Image of the Journalist in American Film*.

The book is the first publication of the Norman Lear Center Press, which published it as part of what is projected to be a continuing series from the Lear Center's Image of the Journalist in Popular Culture Project, which is directed by Saltzman.

The Norman Lear Center is a multidisciplinary research and



Joe Saltzman is introduced by Dean Jerry Campbell at March 27 Literary Luncheon

Additional Information:

- [Joe Saltzman speech on Frank Capra's journalists](#)
- [Norman Lear Center Web site](#)
- [Image of the Journalist in Popular Culture Web site](#)
- [Order the Saltzman book online](#)

Related Stories:

- [Networker Now advance story on Liberary Luncheon](#)

public policy center within the Annenberg School exploring implications of the convergence of entertainment, commerce, and society.

The Lear Center director is Martin Kaplan, who was present at the speech, along with Annenberg School Dean Geoff Cowan, USC Dean of Libraries/CIO Jerry D. Campbell, LA Times television columnist Howard Rosenberg, journalist Norman Corwin, Friends of the USC Libraries President Sue Femino and many more.

Saltzman presented a thirty-minute compilation of illustrative clips from the films of the master director to an audience of more than 100 who overflowed the seating in the Doheny Library ARC room, as part of a detailed discussion of the ideas in his book. *(For the complete text of Saltzman's remarks, or to order a copy of the book, see access box).*

Proceeds from the event benefitted the USC Libraries.



Annenberg School Dean Geoff Cowan (dark jacket) is part of an attentive audience.



Saltzman signs books after his presentation.