

has used research in the field, including major American publications, to inform her synthesis of preferred practice in special collections, whether in university libraries or elsewhere. Cullingford's book really is a handbook: each chapter is presented in language that is clear, but not oversimplified and includes a short list of further readings, as well as examples and case studies. Useful websites are also listed, and the book has a companion website (see <http://specialcollectionshandbook.com>). The usefulness of these 'useful websites' will naturally depend on the organisations that publish them maintaining their web content. The companion website will depend on Cullingford's enthusiasm and energy for its future maintenance and development.

The book begins with 'Collections care', introducing the physical dimension of collections management. Cullingford builds in virtual collections and services for virtual users throughout, helpfully providing a summary (p. 119) of where to find this advice. The use of social media is included across several areas, not just working with users. Unlike Purcell's book, this book includes objects and has helpful guidance for archivists and librarians who have to deal with physical objects, as well as documentary collections. Due attention is paid to everyday issues, such as working with volunteers and health and safety. *The Special Collections Handbook* has a strong focus on communication: with users and other existing stakeholders and also in terms of devising strategies to extend audiences and locate sources of additional support. Advocacy is presented as an integral part of the role of the special collections librarian/manager, both internally and externally. The future is seen as a challenge for special collections, due to the combination of difficult times and the pressure of the imperative to digitise (p. 181).

Finally, for Australian readers, here is a challenge. Both books discuss 'hidden collections' and recent efforts to develop strategies in managing uncatalogued, unprocessed and uncontrolled collections within manuscript or special collections. Is it time for an Australian professional discussion on this issue?

Academic Archives and *The Special Collections Handbook* are recommended reading for university archivists, librarians working with archives (wherever they, and the records, may be located) and for government archivists interested in understanding the professional world outside their own institutional boundaries.

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Russell D James and Peter J Wosh (eds), *Public Relations and Marketing for Archives: A How-to-do-it Manual*, New York, Neal-Schuman Publishers with the Society of American Archivists, 2011. xiv + 273 pp. ISBN 978-1-5557-0733-0. US \$80.00

Public Relations and Marketing for Archives – A How-To-Do-It Manual provides a brief, but broad overview of the key elements of marketing, public relations and stakeholder engagement for archives. 'Over the past 30 years, conference presenters, graduate educators, association consultants, and workshop leaders have urged archivists to pay greater attention to advocacy and outreach' (p. 1).

As a Society of American Archivists co-publication, it seeks to support the profession in encouraging basic advocacy and the promotion of the services of

archives, historical societies, archivists and volunteers in a variety of forms. The book has a clear focus on examples predominantly from the United States (US). It is not comprehensive; therefore, it is more appropriate for small archives or historical societies.

The introduction provides an interesting summary of advocacy and marketing of archives in the US. As the introduction clearly states, it is not a definitive work. Rather, it synthesises (mostly US-based) examples and provides a basic toolkit listing or framework. This *How-To-Do-It Manual* (which is perhaps better subtitled ‘starter’ manual) provides summaries of the basics of websites and key social media platforms and encourages the sort of thinking and planning that is behind marketing success. There are other Neal-Shumann publications focused on each of the areas outlined in this book, which provide more comprehensive (but US-focused) content, if required for further reading. Some of the content may become out-of-date quite quickly, as social media platforms change their set-ups frequently. There are other wide-ranging, but very brief, notes on engaging with donors, volunteers and students.

The book also encourages the reader in ‘quick bites’ and provides reminders in clearly highlighted text about considering policies and procedures for the various types of marketing and communication methods. Other comments include the need to consider initially why you are conducting the particular selected type of communication. Evaluation is only mentioned briefly. There are examples of forms and reproduction fees and conditions, which will be particularly useful for US archives and archivists

The book will date quickly, as websites will be updated and changed. Nevertheless, readers can check out the latest examples online, as well as using this book to encourage searching for similar sites for comparison.

‘Archivists should view public relations as a core component of their work rather than an added burden’ (p. 3). As the authors stress, if nothing else, I hope the book encourages archivists to update their skills and knowledge of social media and Web 2.0 technologies and that they begin, or continue, to consider how to integrate these tools with the more traditional public relations, advocacy and promotion frameworks that are currently in use.

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Emma Dadson, *Emergency Planning and Response for Libraries, Archives and Museums*, London, Facet Publishing, 2012. x + 225 pp. ISBN 978 1 85604 808 8. £49.95

Recent fires, floods, tsunamis, earthquakes and mudslides, coupled with man-made disasters, have become facts of life for the cultural and information sectors. These sectors are also facing challenges of continuing to provide core business with reduced budgets and resources. Is it worthwhile investing in emergency planning and response? Yes, very much so. Emma Dadson’s book provides a succinct rationale as to why emergency plans, prevention measures, training and basic supplies are well worth the initial investment.