

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 Some of the content may become out-of-date quite quickly, as social media platforms change their set-ups frequently.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.

Dodson has over 12 years' experience in disaster response and management. She has trained over 3000 people in disaster management and worked with numerous institutions throughout the United Kingdom (UK), such as the British Library. Her experience has been in both response and business continuity, for which she won an award in 2007.

This book is a toolkit, which provides the resources needed to quickly create an effective plan or provide fresh insight to improve existing plans. It can be used by national institutions, local heritage and information organisations through to a solo records manager in a small agency. The first chapter is an introduction to emergency planning in the heritage and information sectors, and it highlights the importance of planning. It clearly defines terminology, discusses why existing plans may not work and lays out how to use the book. An example template for a contents page, with reference to the relevant chapters, is also included. Case studies and lessons learnt are covered in chapter two. Dodson has included both small and large organisations in these case studies. The first case study discusses the State Library of Queensland's 2011 flood response and recovery. Other studies involve water damage, fires, earthquakes, tsunamis and loss of power. The organisations have been frank about the issues involved, as well as the lessons learnt.

Next, Dodson covers how to manage the activities that need to be carried out. She has ensured that this can be scaled down or utilised across multiple sites. This section also has a number of checklists for different roles and responsibilities. Chapter four includes reporting and response procedures. The benefits and limitations of using categories that have been set prior to an event or using a uniform approach where decisions are made by individuals responding to the event are discussed. Response actions are systematically outlined and detail is provided as to the immediate responses for fire, flood and other types of incidents. Case studies used in this section greatly add to the relevance of the advice.

Chapter five discusses planning for recovery. One of the key questions pertains to whether you can do recovery planning in-house or whether you need to outsource. This chapter also covers how to triage, getting your insurance company involved and workplace health-and-safety and risk assessments. Salvage is detailed in chapter six, and this includes moving records, documentation, packing and the various options available for water-, fire- and smoke-damaged material in many formats. The inclusion of Dodson's practical experiences, realistic information on how much space and time it takes to undertake various processes and others' actual experiences make these chapters interesting reading. It is easy to see how pragmatic you have to be when even relatively small amounts of records are involved.

Chapter seven provides useful information to include in appendices. Comprehensive information and guidance is given on contact lists, volunteers, importance of reciprocal networks (especially for smaller organisations), floor plans, disaster supplies and external suppliers. The 'how to get the most out' sections are particularly helpful, as are the 'thinking around' priority lists. The author's pragmatic approach is highlighted by the easy-to-understand explanation of various approaches and their consequences. Chapter eight covers dealing with the building in water and fire scenarios, and it also outlines preventive measures. The next two chapters focus on business continuity and ways to ensure that your plan is effective. The book includes an adequate biography and index.

This book does what it aims to do and provides excellent advice and guidance for both small and large institutions. It is comprehensive, easy to read and is not solely UK-centric. As promised, it can be used to create a plan, even if you have no previous

knowledge, or it can be used to refresh existing plans. Students would also find this a very useful text. While following a more traditional approach to plan layout, it consistently reinforces the message that plans need to be specific to individual organisations and their resources. A plan is only useful if it is current, supported by senior management, fits the individual organisation's needs and if staff are committed, familiar with the plan and trained in its use.

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Elizabeth H Dow, *Archivists, Collectors, Dealers and Replevin: Case Studies in Private Ownership of Public Documents*, Plymouth, Scarecrow Press, 2012. xvi + 128 pp. ISBN 978-0-8108-8377-2. £39.95

The medieval French term 'replevin' is little used by Australian lawyers, let alone by Australian archivists. It means a legal action in which the plaintiff claims that something is held illegally by the defendant and should be restored to the ownership of the plaintiff. In America, the term is often used to describe attempts by government archivists to recover documents that they claim are public records, but which are currently in the possession of private individuals or organisations. In some instances, they were stolen from the archives. More commonly, they were retained by officials after retirement or they passed out of official custody long before the archives even existed. The present owners may have inherited them or purchased them from dealers or at auctions, sometimes for very high prices.

Elizabeth Dow is an American archivist and academic and the wife of David Chesnutt, who, for decades, has been a leading figure in the Manuscript Society. As one archivist rather unkindly asked her: 'Sort of like marrying the Mafia, right?' (p. viii). Her strong awareness of the mutual distrust and animosity that exists between many private collectors and government archivists led her to write this book. The cover illustration shows two buffaloes with their horns locked in combat, presumably representing a collector and an archivist. The text, however, does not match the cover, as it is singularly lacking in drama. There are no stories of zealous archivists, campaigning lawyers, unscrupulous dealers, vulnerable widows and well-heeled collectors. Instead, Dow seeks to explain, in an even-handed way, the many factors that cause misunderstandings and conflict between collectors and archivists and which sometimes end in litigation. They include difficulties in defining the phrase 'public records', the variant archival legislation in the 50 states and variant policies adopted in the state archives, the long history of recordkeeping and private collecting in America and the relatively recent establishment of most government archives, the problems facing understaffed archives in bringing vast quantities of records under adequate security and intellectual control, the thriving market in documents of all kinds and the pride and passion of collectors.

Dow refers briefly to public records held in the collections of long-established libraries and historical societies. In general, however, her interest is in public records owned by private individuals and bought and sold by collectors. In Australia, some archival records are purchased by institutions, but a public market is almost non-existent. The situation in America is totally different, with many dealers