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Professional Materials

Karen Antell, Editor

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Creating a Local History Archive at Your Public Library. By Faye Phillips. Chicago: ALA, 2018. 176 pages. Paper \$57.00 (ISBN 978-0-8389-1566-0).

Faye Phillips, a well-known consultant and author of the 1995 manual *Local History Collections in Libraries* (Libraries Unlimited), coalesces her expertise into this readable primer on starting an archive in a public library. This text represents a welcome addition to the growing number of books and articles focused on archives in public libraries published since 2010, when the Public Library Archives/Special Collections Section of the Society of American Archivists was formed.

After a brief introduction to the field of archives, the book begins with a thorough discussion of policy matters associated with starting an archive, such as writing a mission statement and managing budgets and staffing. She notes that public librarians should develop policies and procedures before launching into the work of organizing and describing archival materials.

The book is anchored by two hypothetical public libraries, Everytown and Neighbor Village, which Phillips uses to illustrate how different libraries approach archival management. In addition, Phillips weaves real-world examples into the text, especially from her hometown public library in Baton Rouge, Louisiana. Beyond these examples, the text is full of additional resources and recommended websites that readers can use to deepen their understanding of topics discussed only in passing in the text, such as digital preservation.

The heart of the book is chapter 3, "Acquiring and Making Local History Collections Accessible." Here, Phillips walks readers through the steps that a public librarian should take when dealing with archival materials. She takes care to introduce terminology in a user-friendly way, as in her discussion of archival appraisal: "archival appraisal is the review of the materials based on the local history archive's collection development criteria" (41). Readers will find the steps outlined by Phillips easy to follow, especially if they work with paper records.

One shortcoming of this book is its focus on traditional, paper-based records, particularly in chapter 3. Although Phillips notes that archival materials can come in any form, including "drawings, audiovisual items, oral histories, machine-readable records [i.e., digital records], and artifacts" (6), her instructions center on paper records. Indeed, she seems a bit frustrated by the recent focus on digital matters in archives, noting that "although digitized and born-digital materials are increasingly at the center of archival concerns, local history archives . . . continue to accession paper collections" (121).

A public librarian interested in more technology-focused archival work, such as that done by the Denver Public Library Archives, will need to supplement this book with other resources, such as those listed on the SAA-PLASC website (<https://www2.archivists.org/groups/public-library-archivesspecial-collections-section/resource-list>) or Diantha Dow Schull's *Archives Alive: Expand Engagement with*

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Public Library Archives and Special Collections (ALA, 2015). Despite this drawback, however, Phillips has organized a quite useful primer. Any public librarian thinking about starting a local history archive would benefit from reading this book.—Noah Lenstra, *Assistant Professor of Library and Information Studies, University of North Carolina at Greensboro, Greensboro, North Carolina*

Marketing Your Library's Electronic Resources. By Marie R. Kennedy and Cheryl LaGuardia. Chicago, IL: ALA, 2018. 218 pages. Paper \$65.00 (ISBN 978-0-8389-1565-3).

Marketing library sources and services is an ongoing venture that entices patrons into the library. Often marketing is associated with library activities such as storytimes, arts and crafts programs, and musical events. Although patrons may be aware that, in addition to physical books, they can obtain a range of electronic information through the library, they may be less aware of just how extensive that body of information is. As authors Kennedy and LaGuardia note in their preface, patrons would be much more likely to use digital resources if they knew what was available and how their specific needs and interests could be met.

Beyond emphasizing the importance of marketing electronic resources, the primary objective of this book is to identify strategic steps that libraries can use to craft an effective marketing plan. The authors have successfully conveyed the intricate details of developing a plan, including crucial first steps such as identifying the needs and concerns of patrons; analyzing how well a library is meeting those concerns; setting goals; and designing, initiating, and evaluating the marketing strategies that are implemented.

The book comprises two parts. Part 1, "How to Design Your Marketing Plan," offers six chapters that guide the reader through the marketing process. Chapter 1 covers activities such as taking inventory of current library resources while considering additional ones, obtaining usage statistics, engaging patrons, and garnering staff and volunteer participation with marketing strategies. Chapter 2 focuses on developing the plan, gathering information about the community, designing a strength-weakness-opportunity-threat (SWOT) analysis, and instituting an action plan. Chapter 3 describes techniques for implementing the plan, marketing the library's resources, and expanding on the SWOT analysis. Here, the authors also offer information about how specific types of libraries (college/university, medical, public, school, and special) have instituted marketing plans. Chapter 4 helps readers identify the problems being addressed, develop strategies to solve them, and manage budgeting. Chapter 5 emphasizes assessment, especially regarding the effectiveness of the library's website in directing patrons to resources. In this chapter, the authors also offer examples of online forms for reporting difficulties using library resources. Chapter 6 addresses revising and updating a marketing plan. Most chapters include lists of recommended supplemental readings.

Part 2 provides actual marketing plans from various libraries: an all-electronic library, two public libraries, a community college library, two university libraries, and one technical college library. The book incorporates a number of appendixes with examples of marketing tools ranging from physical flyers to various digital options, such as e-mails, blogs, and digital signage.

The book offers a number of helpful features, including figures and tables that illustrate the authors' points, as well as URLs of reports and rubrics that readers can download and adapt to their own needs. The authors maintain an appealing writing style that integrates a conversational tone with scholarly references that expand on ideas and research related to each topic. Although the book specifically addresses marketing a library's electronic resources, much of what the authors describe and recommend could be extrapolated to marketing any library resources and services, which actually makes the book appealing to a wider audience than might be expected from the title. Another positive attribute of the book is its relevance to all types of libraries; anyone involved in marketing their library's resources in any type of library should find this volume useful.—Ellen Rubenstein, *Assistant Professor, University of Oklahoma, Norman, Oklahoma*

Teaching Information Literacy through Short Stories. By David J. Brier and Vickery Kaye Lebbin. Lanham, MD: Rowman and Littlefield, 2016. 109 pages. Paper \$35.00 (ISBN 978-1-4422-5545-6).

The ACRL Framework for Information Literacy for Higher Education, adopted in 2016, "encourages information literacy librarians to be imaginative and innovative in implementing the Framework in their institutions" (ACRL Framework, appendix 1). In this spirit, authors Brier and Lebbin have collected eighteen very short stories—typically one to three pages in length—whose themes raise questions concerning the nature of authority, the process of searching, and the creation and value of information. Following each story, the authors add discussion questions designed to initiate philosophical conversations among librarians, instructors, and students about significant topics in information literacy.

Originally published in various venues between 1937 and 2010, these stories are sure to provoke dialogue and debate among students. Many of the stories could be characterized as science fiction or speculative fiction, examining "what if" questions and carrying scenarios to logical but extreme conclusions. For instance, "The People Who Owned the Bible," by Will Shetterly, uses both humor and rational argument to explore the question "what would happen if someone could copyright Shakespeare's works or the Bible?" The conclusion: "Everyone was content, except for the storytellers who had to buy a Disney license to prove that their work did not owe anything to any story that had ever been part of human civilization" (49). It is easy to imagine this story prompting a lively exchange in the classroom regarding the limits of commercial ownership and the right to creative