

be affected by the duality between traditional preservationist thought and postmodern claims of success.

Music has always been a dominating theme in New Orleans and Souther, who teaches history at Cleveland State University, spends some time on the musical traditions. He focuses on how the New Orleans musicians and bands use the city in marketing constructions. Souther notes "Only three of six musicians in the famed New Orleans Rhythm Kings actually called New Orleans home" (104). This book explains the creation of Preservation Hall and other venues and groups that saved or hindered New Orleans music, depending on your view. This duality continues through the discussion of Mardi Gras as well.

The two main lines of thought throughout New Orleans history come together in the discussion of the battle for Mardi Gras. The result is an in-depth account of the history between the old line and new line krewes and how different traditions have been preserved or destroyed during the Mardi Gras festivities. Old line krewes such as Rex, Comus, and Momus are discussed along with the new line Bacchus, Endymion, and Orpheus to give the reader a glimpse into the battle over the historic parade.

Throughout the book is the underlining current of dissension between the historic preservationists and the postmodern recreationists. From the beginning of the book, this dissension is attributed to money, class, religious separation, and cultural difference within the city's population. The control of cultural production and the battle for tourism forces each side to make amends to the other, which shapes the image of New Orleans. Souther offers a riveting historical account of how the duality of the Crescent City will continue to draw tourists throughout the years.

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The Politics of Zoos: Exotic Animals and Their Protectors. Jesse Donahue and Erik Trump. DeKalb: Northern Illinois University Press, 2006.

One would think that the welfare, care, and love of exotic animals would draw people together to cooperate for the greater good. Perhaps in a perfect world they would, but not ours. From reading *The Politics of*

Zoos, one sees the continual bickering, fighting, and hostilities between zoos, animal humane or conservation organizations, and government agencies have done more harm than good. *The Politics of Zoos* describes how a few zoos, aquariums, and the people concerned with the welfare of exotic animals formed the American Zoo and Aquarium Association (AZA) in 1924. This book focuses on AZA growth over the last forty years which was not easy, but clearly illustrates there are good people fighting for the welfare of all animals.

The nonprofit AZA represents over two hundred accredited zoos and aquariums, which draw more than 143 million visitors each year. Although these numbers represent growth in public interest, they have not always been so high. Throughout much of its history, the AZA struggled internally with many issues, including who could belong to the organization and who could not, as well as with government interference and legislation, self-regulation, accreditation, a code of ethics, education, research, and conservation. The AZA also tried to answer some extremely complex questions, for example, should only zoos have the right to care and house exotic animals? Who should import and breed them? Who should sell and euthanize exotic animals? Does the tax paying public have a voice, and where do for-profit and roadside zoos fit in?

Certain key issues weave their way through the book, especially education, conservation, and research. Educating the public about exotic animals and their habitat has long been a mandate at many zoos, and was used to justify their existence, to keep public opinions high, and to raise funds. Later, research and conservation would also be used to justify the existence of zoos. While education, conservation, and research are extremely important to zoos and science, many animal welfare and conservation groups (and some zookeepers) wondered if this justified taking exotic land and sea animals from the wild. Boston opened the first aquarium in the United States in 1859, followed by New York City, which opened the first American zoo in 1860. In recent years public education expanded to include habitat protection, the bush meat trade, and events like Earth Day.

One lesson this book offers is that it is important to play nicely with others. For a long time the AZA did not heed this message and they did not get along with the federal government, animal welfare and conservation organizations, or even with some of their members. Eventually, the AZA realized that it is better to work with everyone than against everyone. Another useful lesson was that lobbying

Washington politicians should not be neglected because those opposed to zoos and what they stood for were a strong political lobby. The AZA learned that the wheels of government turn slowly, especially with regard to animal legislation. While the AZA did not always get the exotic animal legislation that they and their zoos needed, they learned how to navigate and negotiate within the American political system.

Jesse Donahue and Erik Trump, both political science professors at Saginaw Valley State University, present an unbiased book, well documented with photographs, notes, a selected bibliography, and index. While rather a dense book, it is worth reading to learn how far American zoos have come and how far they have yet to go as an important institution in popular culture.

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Thinking Outside the Box: A Contemporary Television Genre Reader. Eds. Gary R. Edgerton and Brian G. Rose. Lexington: The University Press of Kentucky, 2005.

Gary Edgerton and Brian Rose did a fine job of choosing and organizing the chapters for *Thinking Outside the Box*. Their goal was to create a “detailed” study rather than an “exhaustive” one. To that end, they chose readings that complemented each other and organized them into four major sections: issues of historical analysis of television, analysis of traditional genres, new trends and developments in television, and television in an international perspective. The result is a readable and understandable volume that is accessible to students and scholars.

The introduction begins with a fine piece by Horace Newcomb and is of particular interest because it describes his experience in the early growth of cultural studies and subsequently the study of television. Newcomb’s article is lucid, clear, and sets an excellent foundation for the rest of the work. Jason Mittrell’s article in the same introductory section emphasizes that genre should not be studied as an isolated form, but that genres develop within the “specific instances” and within the larger media framework. He then offers five major points of analysis to