

NHPRC Digitizing Historical Records Project Proposal: Hubert H. Humphrey Speech Text Files

OVERVIEW

The Minnesota Historical Society seeks \$46,063 in NHPRC Digitizing Historical Records project funds to support digitizing and providing online access to the full series of *Speech Text Files* within the Papers of Hubert H. Humphrey, as well as to select and digitize the audio recordings of 200 particularly important speeches. The speech texts, measuring 46 cubic feet (~32,000 pp.), contains annotated speaking texts of nearly every public speech made by Humphrey, from his 1941 entry into local Minneapolis politics through his death in 1978. This is a rich series of archival materials that document the path of Humphrey's career, his evolving political thinking, the maturation and high-water mark of the liberal tradition in twentieth century American politics and government, and the evolution of the U.S. federal government during the latter half of the century. Humphrey was a man who, more than most, articulated his political values and pressed forward his agenda through the medium of speechmaking. Because of this, his extensive body of speech texts comprises a wide and deep pool of documentary evidence illuminating American political and social history from the end of World War II through the end of the Vietnam War.

As his longtime colleague and adversary, Senator Strom Thurmond, eulogized of Humphrey's public oratory, "Here, then, is the nation's true consolation: That voice that could not be silenced in life—that famous, unmistakable voice, instantly recognized throughout the land—will not be silenced in death. Hubert Humphrey will go on talking down the ages, to us, to

our descendents, as long as the Republic endures.”¹ Digitizing the Humphrey speech texts is certainly the best possible way to let his voice reverberate through the ages. And this goal can be achieved with a relatively small outlay of NHPRC dollars. We propose a twelve-month project requiring less than \$50,000 in grant funds.

THE MHS MISSION AND COLLECTIONS AND THE GOALS OF THIS PROJECT

Mission, vision, and alignment with this project. The Minnesota Historical Society (MHS) is a private, non-profit educational and cultural institution established by the territorial legislature in 1849 to preserve and share Minnesota history. The Society’s current mission is to disseminate and interpret the history of Minnesota to audiences at local, state, national, and global levels. The Society collects, preserves and tells the story of Minnesota's past through interactive and engaging museum exhibits, extensive libraries and collections, 24 historic sites, K-12 educational programs, and book publishing. Throughout its history, the Society’s collections, programs, museums, and staff have made notable impacts on their audiences, communities, and professions.

With a membership of 20,000 people, the Society is the largest historical society in the nation. Its impact is far greater than that, though. Last year, more than seven million visitors made the trip to the History Center, Mill City Museum, the 24 historic sites statewide or visited electronically on the Society’s award-winning web site. More than 170,000 visitors enjoyed the History Center’s exhibits and over 30,000 on-site researchers used resources in the Minnesota Historical Society Library. The web site’s online store received more than 500,000 visits. The library’s online services included more than 250,000 visits to the birth certificates page, more

¹ Strom Thurmond quoted in Sheldon D. Engelmayer and Robert J. Wagman, *Hubert Humphrey: The Man and His Dream 1911-1978* (New York: Methuen, 1978) [rear jacket text].

than 900,000 to the death certificates page, nearly 500,000 to the photo and art database, and almost 125,000 visitors who viewed over 160,000 finding aids pages.

While we are pleased with the steady growth of digitized collection content that we make available to our online audiences, we realize that we must do much more to accomplish our mission of making Minnesota history widely available to our state, national, and international audiences. To achieve this objective, we must do two things. First, because we want our digitization efforts to have the greatest possible impact, we must be strategic and focus on those materials that have the greatest anticipated research value and that address research interests of the largest audience. Second, we must use high-volume, low-cost approaches that will produce results quickly while preserving scarce resources. While we have been employing the latter approach to processing our archival collections (and, increasingly, other collection formats like photographs and sheet music) for some time, we are now beginning to use the same economical principles and approaches to scale up our digitization efforts as well. This project would move us forward significantly toward this latter goal, and would provide audience access to what is arguably the most significant portion of the Hubert H. Humphrey Papers.

Nature and scope of the Society's holdings. The Library, Publications and Collections Division is responsible for the collections that the Society holds in trust for the citizens of Minnesota, and for use by an increasingly global audience. These include 200,000 individually cataloged print items (500,000 volumes), 4,000 cataloged map and atlas units, 500,000 photographs and albums, 6,000 works of art, 4 million newspaper issues on 73,000 reels of microfilm, 260,000 three-dimensional objects, 1.5 million archaeological artifacts, and—most germane to this project—60,000 cubic feet of government records and 41,000 cubic feet of manuscripts.

Government records (the Minnesota State Archives) include the historically valuable records of more than 4,000 units of state and local government. Totaling nearly 60,000 cubic feet (plus 12,000 microfilm reels) and dating from the territorial period (1849-1858) to the present, the state government records include records from the Executive Branch, including the constitutional officers and state departments, boards, and commissions; the Legislative Branch, including the Minnesota Legislature and its committees, commissions, and officers; and the Judicial Branch, including the Supreme Court and Court of Appeals, 87 district courts, and antecedent probate, municipal, and justice of the peace courts. Local government records include those of Minnesota's counties, cities, school districts, township, and regional government organizations. Government records support family history research, help protect the civil and legal rights of Minnesota's citizens, and document the key functions, activities, and policies of state and local government entities.

The manuscripts collections include both the records generated by organizations and the personal papers of individuals and families. Totaling over 41,000 cubic feet (plus 6,000 microfilm reels) and dating from the seventeenth to the twentieth-first century, the holdings range from single items to personal and corporate collections comprising thousands of boxes. Although all of the collections have a Minnesota relationship, that relationship is not a constraint to the Society's collecting activity. Many of the collections contain materials of national and international significance. Major strengths of the manuscript collection include public affairs and politics, business and economic history, Minnesota's involvement in military actions throughout the world, the conservation and use of natural resources, social and religious history, and the history of families and ethnic communities.

Significance and strengths of the collections. Although the Society's manuscript collections include nationally significant materials in a number of subject areas, MHS is one of the premier repositories for the documentation of politics and public affairs on a national stage. Beginning in 1819 with the journals of Indian agent Lawrence Taliaferro, the area's first resident public official, the collections continue to the present. They include the official records (and many personal papers) of all Minnesota governors since the creation of the Minnesota Territory in 1849; the personal papers of most of its congresspersons and senators, including the official senatorial and vice-presidential papers of Hubert H. Humphrey and Walter F. Mondale; and records of hundreds of elected and appointed officials including nationally prominent figures like diplomats Eugenie Anderson and Max Kampelman; cabinet secretaries Alexander Ramsey, Maurice H. Stans, and Orville Freeman; and such politically wide-ranging figures as Harold Stassen and Eugene McCarthy. The Society serves as the repository for the records of the state Democratic (DFL) and Republican state central committees and holds records of numerous third party organizations and movements, such as the National Nonpartisan League (an NHPRC-funded microfilm edition).

Significance of the Materials to be Digitized. The Humphrey Papers ([1883]-1982, 1,700 cubic feet) are truly one of the most important research collections in the Minnesota Historical Society. And within the Humphrey Papers, the Speech Texts are certainly among the most important series. The great strength of the Humphrey Papers are the units documenting his twenty years in the U.S. Senate, during which he introduced or significantly shaped hundreds of legislative acts, which stretched broadly across the mid-twentieth century political landscape. One biography puts it in perspective: "Few issues in the past thirty years escaped the Humphrey stamp: civil rights, social welfare, health care, energy, the environment, agriculture, forestry,

conservation, national defense, worldwide disarmament, food for peace, the economy.”² As his principal biographer noted,

All told, he fathered more important legislation from origin to enactment than any other member of Congress in history. The issues he dramatized by his senate speeches, bills, and amendments were of such immediate concern to the country that he became a candidate for president not once but four times in his twenty-six years on the national scene.”³

More than any other unit of American government, the U.S. Senate is a body that has public oratory at its heart. When senators are recognized on the Senate floor, they almost invariably rise with the intent of making a speech. And speechmaking is also prevalent in the Senate’s committee and hearing rooms, not to mention each and every senator’s many public appearances away from the Capitol. Therefore, when documenting the careers and the thinking of senators it is appropriate to focus on their accumulated speeches because it is these materials that will tell the tale, perhaps more than any other series of their papers.

And this is even more the case with Humphrey than it is with most other senators. In many respects—volume, duration, impact, and quality—Humphrey’s speeches are arguably more significant than those of his contemporaneous peers. As one scholar of speech communications noted in studying Humphrey’s public speaking, “When attempting to improve or maintain his popularity, Humphrey consistently chose the forum of a public speech.”⁴ One of his biographers observed tellingly that “He thinks best in conversation, learns best by listening to other human voices and communicates best by speaking.”⁵

² Sheldon D. Engelmayer and Robert J. Wagman, *Hubert Humphrey: The Man and His Dream 1911-1978* (New York: Methuen, 1978) ix-x.

³ Carl Solberg, *Hubert Humphrey: A Biography* (New York: W.W. Norton & Company, 1984) 19-20.

⁴ Timothy L. Sellnow, *A Rhetorical Analysis of Hubert H. Humphrey’s Public Image in the Print Media, 1948-78* (Ph.D. Dissertation, Wayne State University, 1987) 1.

⁵ Winthrop Griffith, *Humphrey: A Candid Biography* (New York: William Morrow & Co., 1965) 11.

As an emerging politician, a U.S. Senator, as Vice-President, and finally as the aging but unflinching voice of the liberal wing of American politics, Humphrey spoke often, with passion and conviction, and at length. But in Humphrey's case, along with volubility came quality.

Humphrey indeed had a gift for expressing himself at the podium and he used rhetoric very competently to express his convictions, explain legislation, persuade colleagues and voters, and advance large agendas. As another speech communication scholar has noted:

“ . . . Humphrey's speaking is impressive from a qualitative as well as a quantitative standpoint. In 1956, Humphrey received recognition from the professional speech field when he received a Golden Jubilee Citation from Delta Sigma Rho. In 1959, Tompkins and Linkugel, in their survey of United States Senators, found that Humphrey was most frequently mentioned by his colleagues as the most effective speaker in the Senate. In 1960, Bormann analyzed the pre-convention speaking of Senator Humphrey and concluded, 'certainly it was not any lack of rhetorical skill that defeated the Senator from Minnesota.' In 1964, Harding characterized Humphrey as the best speaker of the four major candidates; 'He was the one speaker of the four who seemed to have substance.' And in 1968, James Reston stated that Humphrey 'is the finest public speaker in politics today.'”⁶

It is the breadth and frequency of Humphrey's speeches, as well as their ability to express and explain the many fraught issues of the day, that makes these materials such an impressive resource for students and scholars of American government and history.

As suggested above, the collected Humphrey speeches gain a good deal of their documentary power because they embody and express so many of the important national and international issues of the 1948-1978 period. They illuminate the changing political climate of the era in promoting the liberal tradition and its champions, and by referencing its adversaries and their policies. They fully flesh out the structure of the Great Society and give compelling voice to its vision, policies, battles, and personalities. In a tumultuous period, into which was crowded a dizzying inventory of social legislation, Humphrey's speeches identify all the

⁶ Lawrence Patrick Devlin, *Hubert H. Humphrey: His Speaking Principles and Practices in Campaign and General Audience Speaking to 1966* (Ph.D. Dissertation, Wayne State University, 1968) 2-3.

component parts, explain them articulately to lay audiences and wonks alike, and promote them with real emotion.

So powerful and unmistakable was Humphrey's lauded voice that our application proposes to contribute matching in-kind resources toward the audio digitization of some 200 of Humphrey's best speech recordings to resurrect "that voice that could not be silenced in life" so indeed it "will go on talking down the ages." Providing digital access to audio archives is a new direction for the Society. We made some strides over the last year with one project specifically focused on ethnic immigration and another on Tim Pawlenty's gubernatorial sound recordings, but we still have much to learn and to put into practice before we can sustain any confidence in our operational efficiency and the level of public accessibility that can be afforded.⁷

Although we have rights to digitize and provide full public access to all of these materials, only one of Humphrey's speeches is currently accessible in digital format on our web site. This is his influential speech given on the last day of the 1948 Democratic National Convention in support of the minority resolution on civil rights. As Humphrey's entry in our *History Topics* explains, "[t]he Platform Committee had defeated the minority resolution the night before. Humphrey spoke for only eight minutes, but his speech turned the tide and the convention delegates voted to support the course proposed by Humphrey." The entry goes on to note biographer Carl Solberg's assertion that this majority sway "ushered in the second era of redressing racial injustice in America."⁸

⁷ *Minnesota Immigrant Oral Histories*, Minnesota Historical Society, available at: <http://collections.mnhs.org/ioh/> (accessed 5/7/2011). *Governor. Pawlenty, Tim: An Inventory of His Sound Recordings at the Minnesota Historical Society*, available at: <http://www.mnhs.org/library/findaids/gr00226.xml> (accessed 5/13/2011).

⁸ *History Topics* is a set of web-based guides to select historical topics aimed at K-12 audiences. Topics are grouped into such categories as agriculture, American Indians, arts and culture, business and industries, crime and punishment, environment, exploration, famous Minnesotans, labor, military history, politics and government,

The broad topic of civil rights runs continuously through Humphrey's speeches for the next 25 years. Other topics that collectively define the liberal agenda in the second half of the twentieth century are equally well represented: education, labor rights, foreign policy, international relations (especially the UN), nuclear weapons proliferation, communism and democracy, health care (especially Medicare), and economic growth and distribution are continuous themes from the 1940s through the 1970s. Humphrey's speeches, which are arranged chronologically, comprise a wonderful primer on the history of the liberal agenda that arguably controlled the national discourse through the 1960s. Humphrey remained the most consistent and articulate spokesperson for that agenda.

For the eighteen-month period from July 1, 2009 through March 31, 2011, the *History Topics* site ranked 43rd in top content available on our Society's web site. During this same interval, the Humphrey topic ranked as the 14th most viewed page within *History Topics* with a total number of 7,688 page views. The civil rights speech is linked to the Humphrey topic in three formats: as separate JPG scans for each page with a transcript, as a 1-minute video clip in Adobe Flash format, and as a sound file, again in Adobe Flash format, with a transcript. Among these three options, 42% of audience members chose to visit the sound version, clearly demonstrating an appetite for *hearing* the words that Humphrey used to address the Convention. Web analytics also demonstrate that Humphrey's speech texts are the most popular unit within his papers. For the 18-month period beginning September 15, 2009 (when first published)

religion, social movements, and transportation. The pages within each category lead to a brief summary of the topic with a list of secondary and primary sources. Links to select digital content are sometimes included. *History Topics*, Minnesota Historical Society, available at: http://www.mnhs.org/library/tips/history_topics (accessed 5/9/2011). Humphrey appears as a select topic in both the Famous Minnesotans and the Politics and Government topics. *Hubert H. Humphrey: History Topics*, Minnesota Historical Society, available at: http://www.mnhs.org/library/tips/history_topics/42humphrey.html (accessed 5/9/2011).

through May 15, 2011, the Humphrey Papers finding aid, overall, was viewed 1,058 times and the series-level inventory of his speech texts was viewed by 52% of that number.

It would be one thing if Humphrey's speeches were the output of a mediocre legislator, but Humphrey was hardly that. Humphrey's speeches stand as the record of one of the most influential leaders in the 1950s, 1960s, and 1970s. This extensive set of speech texts provide a powerful record of Humphrey's political career, but also a record of much of the important federal legislation that emerged during the 1950s through the 1970s. Humphrey spoke clearly, movingly, and effectively on so many of these nationally important issues. These speech texts are truly an archival series of national prominence and significance. Digitizing all of them will create an enduring and widely accessible research resource that will be well-used for many years to come. Adding in a representative sample of Humphrey's speech recordings will lend audible emotion, passion, persuasion, and power.

PRODUCTS AND ACCESS

Products of the digitization project. The principal products to result from this project are the digital speech texts and sound recordings. These files will be linked to series-level EAD inventories that will be accessible via catalog records in MnPALS and OCLC's WorldCat. The inventories will also be added to OCLC's Archives Grid as well as the Society's Finding Aids index. Adding the inventories to our Finding Aids index exposes them to the Society's federated search engine, as well as to common web crawlers such as Google. Combined, these two search engines direct the largest number of visitors to our finding aids and we expect the addition of more digital content to increase visitor traffic significantly.

In addition to producing large-scale digital content and enhanced finding aids, we also intend to create a web portal that will reach across the Society's library, archives, and museum collections to bring together all holdings related to Humphrey as well as the many articles published by the MHS Press in its quarterly, *Minnesota History*. Over the past few years, we have experimented with several methods to produce web portals. Our experiments have included Drupal which was quickly abandoned as requiring too large a technical support, and Omeka, which was used with limited success to showcase our Hill Family Collection.⁹ Most recently, we have developed the Narratives module of our KE EMu-based collections management system as a rapid deployment tool for creating rich, value-added web sites. Our Minnesota Immigrant Oral Histories website was developed using this module and a Walter F. Mondale portal is in current development. Additional discovery paths will be added to topically-focused web pages such as our own *History Topics* website, and to collaborative web-based encyclopedias such as Wikipedia, ArchivesWiki, and Who2.

Presentation of project results. Announcements regarding project results will be submitted for publication in the Society's targeted e-newsletters as well as in newsletters and other communications of the Society of American Archivists (SAA), the Midwest Archives Conference (MAC), and allied professional groups interested in archival collections and digitization practice. A poster session about our digitization of certain Walter F. Mondale Papers was presented at this year's MAC meeting in St. Paul and will be enlarged as a panel presentation for consideration by local and regional professional organizations. A case study describing project particulars, capture techniques, minimal encoding methods, throughput rates, and impacts on web visits and reading room use will be prepared for journal submission.

⁹ [*Hill Family Collection*]: Collections, Minnesota Historical Society, available at: <http://content.mnhs.org/collections/exhibits/show/hillfamilycollection> (accessed 5/9/2011).

Marketing the project. Press releases announcing this project and its intended results will be targeted to professional groups and will be coordinated with our Marketing and Communication Department to reach more general local and national audiences. As digitization of each chronological period is completed and posted, project progress will be reported on our *New Finding Aids* page and our *Collections Up Close* Podcasts and Blog.¹⁰ Additional outreach efforts will include collaborating with our social media expert to post Twitter and Facebook messages on the dates of key events memorialized in Humphrey's speeches, and with our Collections and Reference Department to reach interested researchers, students, educators, publishers, and broadcasters.

Required public website explaining project methods. A public website that details the hardware, software, file formats, metadata standards, and preservation strategy we've used to digitize large portions of the Walter F. Mondale, Harold E. Stassen, James J. Hill, and Louis W. Hill papers is in progress.¹¹ We began developing this page over the last year in order to document our scanning procedures and standards, to normalize them across our large-scale, in-house archival collection scanning projects, and to share these techniques with others. These procedures are the same methods we will follow for digitizing the Humphrey series. We intend to further develop this page to also reference audio reformatting techniques and will link the inventories containing digital content from Humphrey's collection to this page.

As our archival program has shifted to a more team-based project management approach resulting in higher productivity over the last few years, we have found a need to revamp our procedural documentation to a set of networked tools, guidelines, and best practices. This

¹⁰ *Finding Aids: What's New*, Minnesota Historical Society, available at: <http://www.mnhs.org/library/findaids/index-WhatsNew.htm>; (accessed 5/9/2011). *Collections Up Close Podcast and Blog*, Minnesota Historical Society, available at: <http://discussions.mnhs.org/collections/> (accessed 5/9/2011).

¹¹ *Digitization Methods: Collections Management Toolkit*, Minnesota Historical Society, available at: <http://www.mnhs.org/library/findaids/CMToolkit/DigitizationMethods.htm> (accessed 5/26/2011).

documentation addresses physical processing methods, content requirements, encoding standards and templates, digitization practices, quality assurance techniques, and conversion scripts. We have found that team members rely on this documentation and have taken an increased interest in, and responsibility for, maintaining its currency. In order to promote better access and accountability within our own program and to publicize our methods, we have been developing a web site to host links to our Collections Management Toolkit.¹² Our aim is to link this Toolkit to every finding aid we produce, to our public and intranet department home page, to an updated version of our implementation listing on the EAD Help Pages, and to announce its release on professional discussion lists, blogs, and newsletters.

PROJECT MECHANICS AND METHODS

Project Workflow. The Society has extensive development experience and a proven track record in a wide array of digital content and technology projects. Most of our digital reproduction work has been completed from originals in-house including the 1.75 million textual images in our Birth Records Index, the more than 240,000 photographic and fine art images in our Visual Resources Database, and the nearly 6,000 object images in our Collections Online. Since 2009, we have concentrated on enlarging and simplifying the capacity of our EAD infrastructure. Just two years ago we were not able to include an illustrative image or link to digital content. Today, more than 120 finding aids to printed materials, government records, and manuscript collections are linked to more than 5,000 digital files representing tens of thousands of original pages. Most recently, we have been investigating and implementing new digitization techniques and formats. Much of this has been codified in the toolkit that forms the framework for our digitization activities and which documents our practices.

¹² *Collections Management Toolkit*, Minnesota Historical Society, available at: <http://www.mnhs.org/library/findaids/CMToolkit/CMToolkit.htm> (accessed 5/26/2011).

The Society has developed an experienced staff and a notable reputation for innovation and achievement in the application of technology. We have collaborated successfully with a number of institutions, both locally and nationally, as a grantee, contributing partner, and content provider. These include the Library of Congress National Digital Information Infrastructure and Preservation Program, the National Digital Newspaper Project, the Minnesota Newspaper Association, the Minnesota Digital Library, and Ancestry.com. Society staff have also been leaders in a number of technological areas, particularly electronic records and metadata. The digital component of the Hubert H. Humphrey project will build upon that experience and reputation for innovation, and will help to drive us forward in developing rapid-throughput digitization that focuses on harnessing archival approaches to help achieve digitization at a meaningful scale.

Textual materials selected for the digitization process will be prepared and processed according to the Society's scanning procedures. Scanned directly into a Portable Document Format (PDF), the images will be embedded with minimal metadata and reformatted to comply with PDF/A-1 standards. In order to keep up with new technology and file formats, the Society has been exploring the use of PDF/A-1 as a preservation and access standard. This standard provides a mechanism for representing electronic documents in a manner that preserves their intellectual content over time, independent of the tools and systems used for creating, storing, or rendering the files.¹³ This standard does not define a preservation strategy, but identifies a profile for electronic documents that ensures they can be reproduced for years to come. All of the information necessary for displaying the document in the same manner every time is embedded in the file. This includes all visible content: text, images, vector graphics, color information, fonts, line spacing, paragraph alignment, and other structural formatting. PDF/A-1 is only part of

¹³ ISO 19005-1 definition.

an archiving solution but, since the Society has decided to use PDFs to as an access method for textual material, PDF/A makes the most pragmatic and economical sense because it defines a set of requirements that enable long-term digital storage and access.

Items will be scanned using either a Fujitsu fi-6230 document scanner or an Epson Expression 10000 XL flatbed scanner depending on paper quality, size, and stability. Images will be digitized in a TWAIN capture process with Adobe Photoshop v.9.0. Files will be produced in 8-bit grayscale at a resolution of 300 dpi to maximize quality while minimizing file size. Images will not be modified in any manner by the application of de-screening or filtering, but may be automatically or manually corrected for document clarity. An OCR text file will be created and embedded within the PDF file. OCR is provided as a method to enable full-text searching and as an assistant for sight impaired readers, however, due to high time and monetary costs, the OCR document will remain uncorrected. Document compression will be performed using a PDF optimizer, keeping compatibility at Acrobat v.7.0 and later. All images will be compressed using the JBIG2 schema with lossless quality.

Using processing software (Adobe Photoshop CS5), a thumbnail JPEG with a resolution of 72 dpi, and a spatial dimension that meets 125 dpi across the short dimension will be created. The specifications and procedures for creating the derivative JPEG files are well documented in procedural manuals prepared by the Society for its own in-house scanning operations and the services it provides the Minnesota Digital Library.

Descriptive metadata required for digital asset management is recorded by the scanning technician at the time a digital object is created. The metadata uses the built-in fields provided in the document properties encoded as XMP metadata for each PDF. Using existing metadata not only speeds up the output of digital items, but allows for batch processing of digital objects that

have the same authors, keywords and copyright information. Data fields for file titles, author, keywords, and copyright status, notice and informational URL are included. Title and author information is exactly the same as that listed in the inventory so that each digital object can be related to its EAD component. Keywords provide a preferred citation that links each object to its associated collection. Inventories and digital objects are both stored in one EAD system. The system shares a file naming and storage convention that is common to all holding areas. Technical information about capture devices and software applications was once tracked, but now resides in project and procedural documentation. Files are stored on our web server, web mirror, and local network. Backup copies are kept on a disk array and off-site tape that is evaluated on an annual basis.

To digitize the sound recordings, we plan to reformat analog transcription discs, reel to reel tapes, and audiocassettes to digital broadcast-quality WAV files using a minimum sampling depth and rate of 24-bit/96KHz. The WAV files will serve as preservation masters and will be stored in our dark archives with tape and off-site server backups. User copies will be produced as MP3 files from the WAV preservation files. The MP3 files will be delivered to the public by linking the files to an EAD inventory of Humphrey's speech recordings.

Work Plan. The Society estimates that it will take one full year to accomplish the project objectives described above. This estimation is grounded in similar experiences with the digitization of select series from such other large collections as the papers of James J. Hill, Louis W. Hill, Harold E. Stassen, and Walter F. Mondale.¹⁴ Practical experience gained, economies

¹⁴ Our largest digital efforts have concentrated on these four collections. Scanned material has been added as digital archival objects in PDF, PDF/A, and JPEG file formats. Born digital sound files were normalized to MP3 format and were encoded as individual components. File names are encoded as physical locations to provide to server storage locations.

Digital content for each collection is available within the EAD inventories listed below:

- James J. Hill: <http://www.mnhs.org/library/findaids/00698.xml>;
- Louis W. Hill: <http://www.mnhs.org/library/findaids/00702.xml>;

realized, and lessons learned in carrying out these digitization projects make us confident that one full-time archival assistant (Archival Digitization and Metadata Assistant) can complete the work on schedule within this timeframe to institutional and professional standards for accessibility and preservation.

The Hubert H. Humphrey Papers are already accessible as a nested set of series-level inventories connected to one EAD inventory for the collection. All of the series-level inventories are PDF versions of plain text documents except the inventory of the speech text files which is already encoded in EAD.¹⁵ Over the course of the next year, our sound and visual cataloger, in a parallel project, will encode the inventory to Humphrey's Vice Presidential speech research files and will begin work on an inventory to the speeches in his sound and visual recordings. As she builds the inventory to the sound recordings, she will also evaluate and sample the speech recordings for audio digitization within this project.

To digitize Humphrey's speech recordings, we have already been consulting with a sound archivist/engineer who works with us one day each week through an ongoing partnership with KSTP Broadcasting for the management of their news archives. Glenn Griffin is advising us on options for playback equipment, software applications, recording formats, and specifications and will help train the cataloger in technical guidance and best practices for digital audio processing. Before this project begins, we plan to purchase and configure a playback and transfer station capable of handling transcription discs, reel to reel tape, and sound cassettes. Project staff will review documentation produced by the Library of Congress, Indiana University's Sound Directions program, the Association for Sound Recording Collections, and the CDP Digital

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- Harold E. Stassen: <http://www.mnhs.org/library/findaids/00202.xml>;
 - Walter F. Mondale: <http://www.mnhs.org/library/findaids/00697.xml>.

¹⁵ *Hubert H. Humphrey: an Inventory of His Papers at the Minnesota Historical Society*, available at: <http://www.mnhs.org/library/findaids/gr00720.xml>; *An Inventory of His Speech Text Files*, available at: <http://www.mnhs.org/library/findaids/gr00442.xml> (accessed 5/7/2011).

Audio Working Group and will attend regional training opportunities. With a grant-funded assistant focusing on the scanning the most enduring series of Humphrey's collection – the speech texts – we can devote matching resources to developing best in-house practices and sustainable procedures for audio reformatting, preservation, description, and access while producing a fair sample of digital content at the same time.

Our production benchmarks for this project are 8,000 scanned pages and 50 sound files per quarter. As each sub-series and series is completed, EAD finding aids with full digital content will be updated and published on the web. Preservation WAV, MP3, and PDF/A files will be transferred to our electronic records archivist for dark archives storage and access copies will be mounted on our web server. Project progress will be publicized as subseries are completed and updates to our Collections Management Toolkit will be announced in professional media channels. Both the cataloger and archival assistant will keep statistics on their throughput rates so that we can track productivity, adjust project methods as needed, and achieve all of our project measurables. Audience impact, measured by web use of the finding aids, will be tracked with Google Analytics and correlated with media coverage events and library audience activity.

A more detailed, month-by-month project timeline is included among the Supplementary Materials.

QUALIFICATIONS OF PROJECT STAFF

Dennis Meissner (project director, 10% for 12 months), will direct the project, focusing on meeting overall project goals, enforcing standards and methodologies, and achieving economies. As head of the MHS Collections Management Department and a leader in U.S. and international initiatives dealing with processing and description standards, Dennis is well positioned to direct this sort of project.

Monica Ralston (processing supervisor, 10% for 12 months), who manages the archival arrangement and description program at the Society, including digitization of archival holdings and photo collections, will manage the day-to-day project operations, supervising the digitization and metadata assistant, ensuring that the workflows remain effective, and evaluating the quality of the digitization methodologies.

Jennifer Huebscher (digital object cataloging support, 15% for 12 months), the archival cataloger responsible in particular for the Society's photograph collections, will provide constant technical and metadata support for the archival assistant.

Archival Digitization and Metadata Assistant (TBH, 100% for 12 months, grant-funded).

PERFORMANCE OBJECTIVES

- Digitize 32,000 pages of text over a period of 12 months (web quality, 300 ppi).
- Bundle each individual speech text into a PDF document, and attach all PDFs to existing speech descriptions in Humphrey Papers finding aid for audience delivery.
- Transfer 200 speech sound recordings to WAV and MP3 file formats (broadcast, web-quality, 24-bit/96KHz).
- Convert existing series-level finding aids to Humphrey's Speech Recordings and his Vice Presidential Speech Research and Miscellaneous Files to EAD for digital content links.
- Load sound files to a streaming server and link to EAD inventory for Sound Recordings series.
- Create digitization workflow at MHS that is more economical and capable of operating at an archival scale.