

Final Performance Report

Grant No. RD-10090

Digitizing the Hubert H. Humphrey Speech Text Files

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Minnesota Historical Society

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We are pleased to submit our final report in our project to digitize the Hubert H. Humphrey speech files. The project has been productive beyond our original hopes, and we have succeeded in digitizing the complete speech texts very economically while managing to meet all of our quality expectations. We have also digitized 106 selected speech sound recordings representing a wide range of topics, venues, and eras throughout Humphrey's career. Below are details on the project performance, organized by the ten project deliverables.

*1. Submit complete reports by the deadlines in the Grant Award Summary.*

This is the third and final narrative report submitted to the NHPRC in connection with this project, and the final budget performance report was submitted on December 20. We believe that we have fulfilled all of our reporting requirements

*2. Acknowledge the National Historical Publications and Records Commission in all print and electronic products that result from grant support.*

The NHPRC logo and a statement acknowledging the Commission's support has been permanently added to the Humphrey speech texts finding aid pages on the Society's website. In addition, the logo, a statement about the project, and a link to the NHPRC's website has been included in each month's project post on our *What's New* blog page.

In addition, the project will be highlighted in the next MNHS annual report, and was noted in the October 2013 e-newsletter.

*3. Amount of cost share meets or exceeds the amount approved by the NHPRC.*

The project successfully met its required cost share of \$67,502.

*4. Scan an estimated 32,000 pages of speech texts from the papers of Hubert H. Humphrey.*

At the project's conclusion, we had digitized a total of 101,936 pages. This breaks down into 90,122 pages of actual speech texts and 11,814 pages of VP Speech Research and Background Files, which proved to be a valuable ancillary resource for contextualizing the speeches themselves. The PDF manifestations for this digital content is available from the EAD finding aid to the Speech Text Files series: <http://www.mnhs.org/library/findaids/00442.xml>.

Humphrey's speech texts comprise over 90,000 pages of notes, drafts, talking points, speaking texts, printed copies, and transcripts for nearly every public speaking appearance or event in his career dating from 1941 until his death in 1978. Indexes, lists, and background files containing programs and pamphlets, lists of speaking engagements, speech lists, lists of speechwriter assignments, topical reference compilations, and reprints from Humphrey's vice presidency are also included.

A given file may contain a copy of the official prepared text, a copy of the speaking text (with or without annotations), a press release containing the speech text or excerpts, a transcript (edited or unedited) of the speech as delivered, and/or a published reprint. Speech drafts or notes are present if no other representation of Humphrey's remarks could be located.

Because Humphrey frequently departed from his prepared text, each of the versions of a speech may vary from the others. Edited transcripts and published versions may incorporate content revisions, particularly excision of portions of the text and of extraneous comments. Occasionally a file will also contain memoranda or correspondence about the speech.

Altogether, the texts document the path of Humphrey's career, his evolving political thinking, and the maturation and high-water mark of the liberal tradition in 20th century American politics and government. Humphrey, more than most leaders of the age, articulated his political values and pressed forward his agenda through the vehicle of his public presentations. Because of this, his extensive body of speeches helps to illuminate American political and social history from the end of World War II through the end of the Vietnam War.

*5. Digitize audio recordings of at least 50 of the speeches.*

Following equipment and software set-up and installation, and a brief learning curve, we were able to achieve unexpected productivity in digitizing the recorded speeches. 106 sound recordings representing roughly 70 hours of Humphrey's oratory were digitized over the course of the project. MP3 manifestations are served out through the EAD finding aiding aid for the Sound Recordings series: <http://www.mnhs.org/library/findaids/01098.xml> .

The digitized recordings amplify the documentation of Humphrey's political career by affording access to his defining voice. Humphrey had a gift for expressing himself at the podium and he used rhetoric very competently to express his convictions, explain legislation, and persuade colleagues and voters to advance large agendas. To document his voice for all to hear, at least one speech, interview or message is available in digital format for every year of his career with few exceptions.

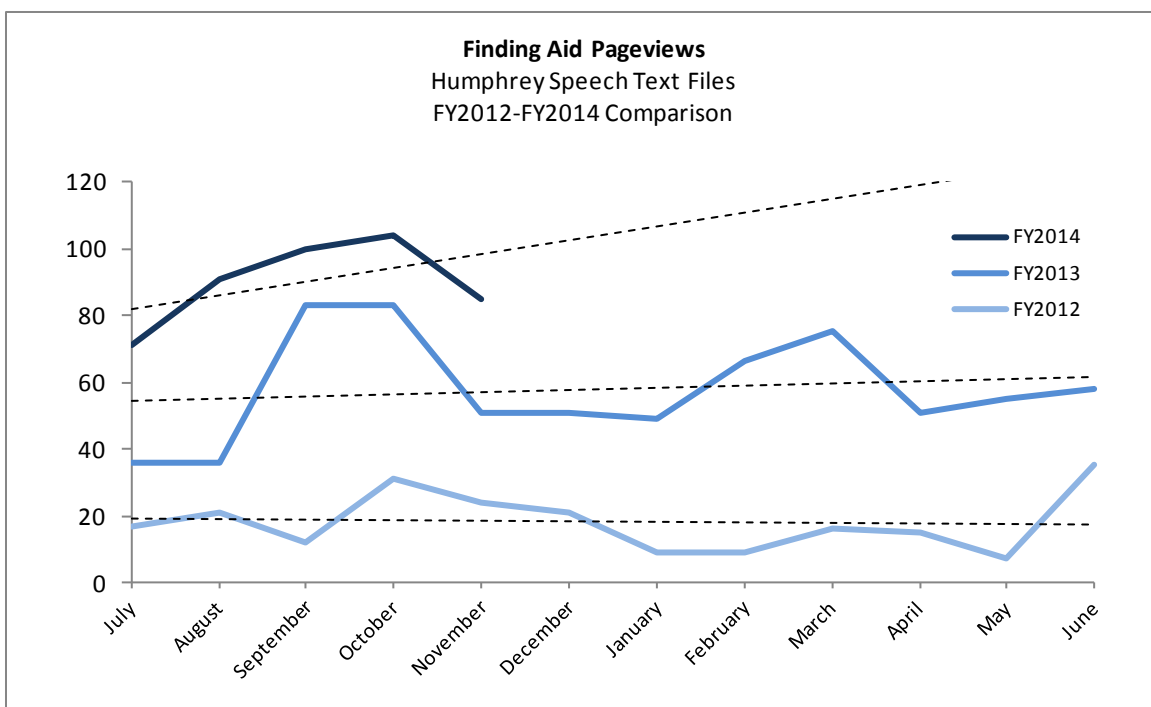
Humphrey's powerful words are embodied in his 1964 acceptance speech for the vice presidential nomination at the Democratic National Convention. On other occasions, they provided inspiration to champion civil rights, they injected humor during a politically fraught time, and they served as a reminder of our own mortality during one of his final speeches, an address to the National Cancer Society. The speeches digitized from this collection highlight Humphrey's contributions to and passion for U.S. and Minnesota politics, they provide a soundtrack for a turbulent time in our history, and ultimately allow his voice to reverberate through the ages.

*6. Make the scanned images and recordings available through the Society's website.*

All of Humphrey's speech texts, and the digitized sound recordings, are now available as embedded digital content in the finding aids to the two series.

In our 12-month interim report, we noted that page views for the online HHH finding aids had tripled since the project's start. We are pleased to report that average monthly page views have increased by another 50 per cent since then as more content has been digitized and more finding aid pages have been published.

This suggests to us that the project has been successful in both addressing a real scholarly need and in promoting the public use of important archival holdings.



7. Create and keep up-to-date web pages that publicize the project and describe the processes and costs associated with preparing, scanning, and making available online these collections.

To promote the addition of new digital content each month, our *What's New* page featured a recurring article that focused on the major themes in Humphrey's speeches as well as the political and biographical events that occurred during each period that had been added (<http://www.mnhs.org/library/findaids/index-WhatsNew.htm>).

8. Keep the imaging costs below \$3.55 per scan.

Although the Humphrey project has produced a number of positive outcomes, none is more satisfying to the project team than the gratifying productivity that has been realized. We promised to scan the speech text at an average page cost of \$3.55 in total labor cost, and we were quite certain that we could get underneath that figure. But we were surprised that we were able to complete all the text imaging work at a rate that was a small fraction of that amount.

We were able to produce solid quality PDF images of each page at a unit cost that, over the course of the project, worked its way down to \$.51. Although we created no descriptive metadata beyond that already in the finding aids, we utilized sound advice from OCLC research<sup>1</sup>, and a number of other archivists, to achieve results that seem to meet the basic requirements of researchers, and that certainly moves more valuable archival content onto the web than would have been the case with more intensive methodologies.

<sup>1</sup> Rickey Erway, *Rapid Capture: Faster Throughput in Digitization of Special Collections* (OCLC Research, April 2011).

Per Page Digitization Costs						
	Scan Time	PDF/A & QC Time	Total Time	Total Pages	Average Minutes Per Page	Cost Per Page
Speech Text Files	28,002	11,406	39,408	90,122	0.44	\$ 0.51
VP Speech Research Files	4,282	626	4,908	11,814	0.42	\$ 0.49
<b>Project Total</b>	<b>32,284</b>	<b>12,032</b>	<b>44,316</b>	<b>101,936</b>	<b>0.43</b>	<b>\$ 0.51</b>

Per File Digitization Costs						
	Scan Time	PDF/A & QC Time	Total Time	Total Files	Average Minutes Per File	Cost per file
Speech Text Files	28,002	1,406	39,408	4,173	9.44	\$ 11.04
VP Speech Research Files	4,282	626	4,908	97	50.60	\$ 59.36
<b>Project Total</b>	<b>32,284</b>	<b>12,032</b>	<b>44,316</b>	<b>4,270</b>	<b>10.38</b>	<b>\$ 12.14</b>

9. *Present information about project methodologies, results, and the availability of the collection through professional newsletters and other communication devices, and at conferences and local meetings.*

The project blog referred to earlier affords a web-accessible resource for keeping an interested community apprised of techniques and results associated with the project. The principal investigator continues to use the opportunity of conference and meeting presentations to point to the Humphrey Project as an example of how digitizing collection materials can be approached successfully at an *archival scale*, rather than a much costlier item-centered scale. Following the project's conclusion, more formal communication will be submitted to archival newsletters, scholarly outlets, and other media.

The Academic and Research Libraries Division presentation given in April by the Archival Metadata and Digitization Assistant highlighted the project's rationale, methodology, and results and is available on our Collections Management Toolkit (<http://www.mnhs.org/library/findaids/CMToolkit/ProjectsPresentations/ARLDHHHpresentation.pdf>).

10. *Publicize the project through press releases, public events, exhibits, Web site links, and brochures.*

Library staff are producing a bookmark publicizing the collection, its digital availability, and support by the NHPRC. These bookmarks are a standard giveaway the Society uses to promote its collections, projects, and websites. In addition, topical web guides maintained by our Reference Department are being reviewed to update information concerning the Humphrey papers.

An external link to the complete speech texts was also added to the Wikipedia entry on Humphrey ([http://en.wikipedia.org/wiki/Hubert\\_Humphrey](http://en.wikipedia.org/wiki/Hubert_Humphrey)).