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**Attachment:** Talking Points (Republican situation), 3/7/72

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- A. Release would violate a Federal statute or Agency Policy.
- B. National security classified information.
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**File Group Title**

**Folder Title**

**Box Number** 26

**National Archives and Records Administration**

**NA Form 1421 (4-85)**
### Presidential Materials Review Board

**Review on Contested Documents**

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TALKING POINTS (DEMOCRATIC SITUATION) -- THE NEW HAMPSHIRE DEMOCRATIC PRIMARY

-- If Muskie gets less than 50% of the vote, the outcome is "astonishing." Coming in a state whose border is 25 miles from the place where Muskie was born and raised; a state to which Muskie is regarded as a "neighbor;" Muskie's back yard; and a state where Muskie visits every year -- the results must be considered a setback to his candidacy.

-- Muskie had virtually no opposition, especially considering his opponents' insignificance ratings in national public opinion polls. Such an outcome indicates Muskie's support is soft and that Muskie was less than a heavyweight.

-- Frankly, we had considered Muskie to have the nomination virtually sewed up. To win by such a narrow margin indicates that Muskie, as of now, might not make the distance and that Hubert Humphrey must be considered a very real challenge to the Muskie candidacy. Humphrey is a much better campaigner, and as the titular head of the Democratic party has a great deal of broad-based support throughout the country. The big winner of the N. H. Primary was the man who didn't even appear on the ballot -- Hubert Humphrey.

-- If Muskie scores between 50% and 60%, much of the same above applies. It should be considered the most minimal of victories for Muskie and a pyrrhic victory. Anything less than 60% in his political back yard indicates a great weakening of Muskie's support.

-- If he gets around 65%, it should be noted that this was very much expected -- that we thought he would get at least 65%, especially considering his lack of major opposition and his geographic proximity. Only a Muskie victory of 70% could be considered anything near the proportions of a candidate who is supposed to be so clearly a "frontrunner."

-- In light of Muskie's small margin of victory, Republicans will surely reassess Muskie's strength. He certainly is no longer the formidable "Lincolnesque" figure that he might have been considered.

-- Asked about the crying incident, we have no comment on how it affected the election. The public should be the judge of a presidential candidate's loss of composure over one or two isolated news articles. There is some question on how Muskie would hold up against the pressures of a full-blown presidential campaign and the pressures of the Oval Office. After all, it is just starting. Most likely, Muskie's indecisiveness and the uncertainty on where he stands probably hurt Muskie more than anything else.

-- In general, the primary shows the disarray that pervades Democratic party ranks. They have no true leadership -- nothing like the FDR--Truman--Kennedy--Johnson tradition. They are confused, disunited, and leaderless and must do better to merit the public's support in November over a strong President.