

Richard Nixon Presidential Library
Contested Materials Collection
Folder List

| <u>Box Number</u> | <u>Folder Number</u> | <u>Document Date</u> | <u>No Date</u> | <u>Subject</u> | <u>Document Type</u> | <u>Document Description</u> |
|-------------------|----------------------|----------------------|--------------------------|----------------|----------------------|--|
| 48 | 49 | 3/7/1972 | <input type="checkbox"/> | Campaign | Report | Talking points (Democratic Situation) - The New Hampshire Democratic Pirmary. 4 pgs. |

DOCUMENT WITHDRAWAL RECORD [NIXON PROJECT]

| DOCUMENT NUMBER | DOCUMENT TYPE | SUBJECT/TITLE OR CORRESPONDENTS | DATE | RESTRICTION |
|------------------|---------------|--|--------|-------------|
| N-1 [Doc 144] | Report | Talking Points (Democratic Situation) - The New Hampshire Democratic Primary | 3/7/72 | C (Nix) |
| N-2 [Doc 145] | Memo | Steve Embury to Khachigan, re: Muskie as front runner | n.d. | C (Nix) |

FILE GROUP TITLE **KEN KHACHIGAN** BOX NUMBER **24**

FOLDER TITLE *Muskie II (February 9, 1972 thru March 31, 1972)*
[2/2]

RESTRICTION CODES

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| <ul style="list-style-type: none"> A. Release would violate a Federal statute or Agency Policy. B. National security classified information. C. Pending or approved claim that release would violate an individual's rights. D. Release would constitute a clearly unwarranted invasion of privacy or a libel of a living person. | <ul style="list-style-type: none"> E. Release would disclose trade secrets or confidential commercial or financial information. F. Release would disclose investigatory information compiled for law enforcement purposes. G. Withdrawn and return private and personal material. H. Withdrawn and returned non-historical material. |
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Presidential Materials Review Board

Review on Contested Documents

Collection: Kenneth L. Khachigian
Box Number: 24

Folder: Muskie V (February 8, 1972 thru March 31, 1972) [2 of 2]

| <u>Document</u> | <u>Disposition</u> |
|-----------------|--------------------------|
| 144 | Return Private/Political |
| 145 | Return Private/Political |

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

-- If Muskie gets less than 50% of the vote, the outcome is "astounding." 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.

Muskie

To Ken Khachigian
from Steve
Embrey. REB

Muskie is the Democratic frontrunner. He is also the candidate with the greatest chance of uniting the Democratic Party and thus the toughest of the President's potential opponents. At this point we can do either of two things; 1) campaign against Muskie 2) campaign against the development of a united Democratic Party. I favor the second strategy. It is nearly 10 months until the election and a campaign directed at one person must grow monotonous over that length. Also attacks on Muskie at this point only serve to develop the impression that he is THE CANDIDATE and strengthen his standing with his uneasy allies in the Dem. left wing.

It would be better to concentrate on keeping the old '68 wounds open. Muskie as the candidate of opportunity is claiming and getting support on the left that should be going to McGovern. They will support Muskie until so long as he is in the lead and offers the best chance to beat the President, but their hearts lie elsewhere. If Muskie can be denied a first ballot victory in Miami I believe his coalition will come apart, and with it the Democratic party.

Denying him the first ballot win will be difficult but not necessarily impossible. If McGovern makes a decent showing in Florida, relative to Big Ed, and does well in Wisconsin and if the caucus reform mechanism continues to add to his strength he may have more at Miami than many now think. Also Humphrey is likely to call in a bedrock of delegates. Finally if Wallace

picks up more than a spattering of Southern delegates the total added to the splinter candidates may be enough.

Note
There are several things we can do to help develop this situation. First tone down the attacks on Muskie, and stop treating him like the candidate of the Democrats. When his actions require a response, give it, but to one of the possible candidates. Continue to hit him on his Johnny come Lately opposition to a war the President is ending, but do not question his patriotism or take any action which is likely to draw sympathy from the Libs.

McGovern requires the opposite tactics. Attacks on him increase his prestige, particularly when they are attacks on his programs. Redicule of his lack of progress in the polls is not helpful, instead he should be referred to as "one of the leading Democratic contenders!" A rousing attack from the Vice President directed at the leading Rad-Lib would probably do as much for him among the far left as would an addition 5 points in New Hampshire.

Note
Finally it might help to leak to the press that the feeling is that the Dem. Caucus reforms have greatly benefited McGovern and he is indeed a possible contender.

Needless to say the entire operation must be handled with great sophistication. A sudden and total change would be transparent and self defeating. Still I think the plan as a whole has merit.