

*The independent nonprofit that saves, preserves, and shares New Hampshire history.*

## NEWS FROM THE NEW HAMPSHIRE HISTORICAL SOCIETY

### FOR IMMEDIATE RELEASE

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### PHOTOGRAPHS AVAILABLE

CONTACT: Elizabeth Dubrulle, Director of Education and Public Programs (603-856-0604; [edubrulle@nhhistory.org](mailto:edubrulle@nhhistory.org)) and Joan Desmarais, Vice President (603-856-0603; [idesmarais@nhhistory.org](mailto:idesmarais@nhhistory.org))

### A “New” Angle on the Presidential Primary

CONCORD, NH— With national attention focused on the 2016 presidential contest, the New Hampshire Historical Society offers a historical perspective of the Granite State’s first-in-the-nation primary, a “new” way to look at the election that provides a greater understanding of the New Hampshire primary and its importance.

First, on Saturday, January 23, 2016, at 2 p.m., University of New Hampshire scholars David W. Moore and Andrew E. Smith will present an **author talk** about their recently published book, *The First Primary: New Hampshire’s Outsize Role in Presidential Nominations*. In *The First Primary*, Moore and Smith offer a comprehensive history of the state’s primary, an analysis of its media coverage and impact, and a description of the New Hampshire electorate, along with a discussion of how that electorate reflects or diverges from national opinions on candidates and issues. A book for political scientists and political junkies, media and policy professionals, and all students of American government, *The First Primary* ably fills the gaps in our understanding of New Hampshire’s outsize role in the nomination process. Admission to the talk and book signing is free. Reservations are not required or accepted. Copies of *The First Primary* will be for sale at the event and are available now through the Society's online store.

Second, the New Hampshire Historical Society highlights its extensive holdings of campaign memorabilia and political artifacts from the state’s long history with the presidential primary in a new **online exhibition**, *New Hampshire: A Proven Primary Tradition*, located on the Society’s website at [nhhistory.org](http://nhhistory.org). With an introductory overview of the New Hampshire primary, the exhibition displays

images of dozens of campaign items, from footballs and wooden eggs to bobble heads and ballot boxes. There's a particular emphasis on the ubiquitous candidate button, a time-honored campaign tradition with its own unique history. Some campaign buttons have been inspiring, others funny, and some of them just downright odd.

Third, the New Hampshire Historical Society's website at [nhhistory.org](http://nhhistory.org) features a **special issue** of its flagship publication *Historical New Hampshire* that focuses on the history of the New Hampshire primary. This special issue includes articles about New Hampshire Governor Sherman Adams's efforts to win the state for Dwight D. Eisenhower in 1952, a look at how mainstream candidates have fared against reform candidates in the Granite State, and what lessons candidates could learn from the New Hampshire presidential primary. The audio version of this publication is available to download for free on the Society's website. The printed publication can be ordered through our online store.

Finally, the ***Discovering New Hampshire* exhibition** currently on view at the New Hampshire Historical Society's headquarters at 30 Park Street, Concord, displays political objects and photographs from the state's primary history, including campaign material from Eisenhower's groundbreaking 1952 campaign, which is generally considered the first modern presidential primary. The exhibition is open to the public Tuesday to Saturday, 9:30 a.m. to 5 p.m. Admission is \$7 per person. Children 18 and under and members of the Society are admitted free of charge. Full-time students and active military personnel and their families are also admitted free of charge with a valid ID.

Every four years the world turns its attention to New Hampshire's presidential primary. In this small New England state, little-known candidates have moved to center stage while front runners have seen their hopes dashed. As each primary election draws near, the Granite State itself—its people, landscape, cities, and towns—shares the limelight on the first stop of the long road to the presidency. As important as the current presidential primary is, it is just as important to understand how it compares to the primaries that have come before it and to listen to what history tells us about the far-reaching impact of the New Hampshire primary.

Founded in 1823 the New Hampshire Historical Society is an independent, nonprofit organization dedicated to saving, preserving, and sharing New Hampshire history. The Society serves thousands of children and adults each year through its exhibitions, research library, educational programs, and award-winning publications. The Society is not a state-funded agency. All of its programs and services are made possible by membership dues and contributions. For more information about the Society and the benefits of membership, visit [www.nhhistory.org](http://www.nhhistory.org) or call 603-228-6688.

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