

Richard Nixon Presidential Library
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3	6	12/3/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Colson to Haldeman RE: a meeting with Bob Dole focusing on how to attack the Democrats and maximize Nofziger's productivity. 1 pg.
3	6	11/24/1971	<input type="checkbox"/>	Domestic Policy	Memo	Copy of a memo from Koch to Colson RE: notes from a meeting with Dole. 1 pg.
3	6	10/25/1971	<input type="checkbox"/>	Domestic Policy	Memo	From Colson to Haldeman RE: an attached article from the "Star" including interviews with Scherle and Dole. 1 pg.
3	6	10/20/1971	<input type="checkbox"/>	Campaign	Memo	From Colson to Haldeman RE: polling data and analysis from Sindlinger. 2 pgs.

December 3, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON
SUBJECT: Meeting with Bob Dole

I just finished a meeting -- to my delight -- with the old Bob Dole. He really seemed to have his fight and enthusiasm back and a lot of self assurance. I hope it is not a one day phenomenon.

Bob indicated that he genuinely wants to become a more effective spokesman particularly in attacking the Democrats. To my surprise he said that he felt that he hadn't done a good job at this at all and that he simply wants our help in doing better. Noel Koch was with me and Noel got Bob's agreement to approve rebuttal statements without clearing it with Bob. This means we can really begin to bang back at the Democrats fast, rather than taking the time to go through the Nofziger operation.

Bob believes that one of his principal deficiencies has been his inability to get Nofziger to do the things he wants done. Nofziger, of course, argues that Dole won't cooperate. I don't know who's right but it is irrelevant because the two have to work together. He says he has no control over Nofziger because Nofziger believes that he reports to Evans and/or the White House direct. Bob said that he was going to see the Attorney General to try and get the point clarified and to be sure that everyone understands that Nofziger works for Dole.

Noel and I told Bob some of the things that need to be done to beef up the publicity operation. He is ready, willing and able to do so once he gets control of Nofziger, or so he says.

The one purpose of this memo is that if the issue comes up, I certainly hope we can support this. As long as Bob remains in the frame of mind he is in today, we can certainly get some things done with him. I don't know how long it will last but it is worth a try.

MEMORANDUM

THE WHITE HOUSE

WASHINGTON

November 24, 1971

MEMORANDUM FOR: CHUCK COLSON
FROM: NOEL KOCH
SUBJECT: Meeting with Senator Dole

Attached are my brief notes from a meeting I had with Senator Dole today. He appears very anxious to straighten out the communications problem between here and the Hill, and feels much of the problem of his coverage hinges on bad press operation at RNC. He noted extensive coverage by all media this week -- said all arranged out of his own office.

My impression is that the difficulties shouldn't be hard to solve if everybody were talking to everybody else; Dole is obviously prepared to do whatever is necessary to get things straightened out, but there are clearly responsibilities that fall between the cracks because nobody wants to get in anybody else's way. The press operation is one example. Dole apparently doesn't feel that he can prudently go in and clean it up, so he resigns himself to needling Nofziger. I think he might clean it up if he were confident the operation was blessed down here. Obviously, some of the general problem stems from the hydra-headed leadership of RNC -- if more than one man is responsible, then nobody is responsible.

I am generally hopeful something can come out of this sit-down next Thursday.

October 25, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON
SUBJECT: Attached article

Since you were away this weekend, you might have missed the attached article by Paul Hope from Sunday's Star. As I read it, it is based on interviews with two people -- Scherle and Dole. From Scherle I would expect no better but the quotes that were attributed to Dole are simply incredible. If you needed any further evidence that his self confidence is shot and that he is in a terrible downbeat, this gives it to you. I just can't conceive of a national chairman talking this way. He sure as hell is not doing us much good boosting the spirits of the party's faithful, if this is the kind of stuff he puts out.

October 20, 1971

MEMORANDUM FOR: H. R. HALDEMAN
FROM: CHARLES COLSON
SUBJECT: Sindlinger Poll

Sindlinger will release a political poll this week, the first he has done since last summer. He will report a very dramatic rise in popularity for the President.

His question is admittedly loaded to get the rock bottom, hard core. He first asks whether there has been any discussion in the interviewee's family during the past week about anything that had to do with President Nixon (this cuts down the "don't know" and non-voters). If he gets an affirmative reply, he then asks, "If next year's Presidential election were to be held today, would you yourself vote for the reelection of President Nixon?". He is now getting approximately 48 percent affirmative response.

His next question is, "If next year's Presidential election were being held today, who would be your number one first choice to be elected as the President?". On that one, he is getting 49 percent for Nixon and the rest of the field is widely dispersed.

I am not passing on the merits of Sindlinger's technique; he believes that it's more effective than the trial heats and has been a good barometer over the years. He considers 50 percent very high, in fact, the highest the President has ever received. Right after the President's nomination, he was at 50 percent and then dropped to 40 percent just before the election. He has never been back to that level until now.

Sindlinger also reports that Muskie is dropping very fast, Kennedy rising, confirming what all other pollsters are finding.

I intend to spend a little time with Sindlinger if I can get away for a day, because he has a very interesting technique. I don't know that anyone else uses it. He keeps a continuous bank of people on the telephones averaging 500 to 600 calls a day over an 18 hour span. He starts with a universe of a thousand names and each day picks up those from the day before that he did not reach, so that he always has a constant controllable base to whom he is calling. Usually his surveys, like the political one reported here, are taken over a period of time so that trends can be detected and often consist of several thousand conversations. It would seem from his description at least that he has perhaps the most thorough telephone polling technique of anyone in the business. Pretty clearly he has the largest sample.

We have, by the way, worked an arrangement whereby we can use him any time. The CEA subscribes to him and, therefore, he will put a question in any time we want him to for nothing. If he does it free, however, he is also at liberty to use the information and say for whom he polled, which would presumably be CEA. He also will do a quick 1200 interview poll for approximately \$2500 on any specific issue we ask him to.