

THE WHITE HOUSE

WASHINGTON

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Note to Bud McFarlane:

We all abhor the ludicrous connotation of the name "Star Wars." Many efforts to come up with an alternative have not been fruitful. Further, our attempt to connote a "peace-through-strength" image to the MX by renaming it "Peacekeeper" was less than fully successful.

I suggest we rename the SDI "Project A." It is simple and leads to the logical conclusion that Projects B, C... will follow as a comprehensive strategy "to render nuclear weapons impotent and obsolete" unfolds. For example, the present controversy over whether the SDI will emphasize boost-phase intercept or expanding terminal defense could be neatly wrapped up by defining the goal of Project A as research to develop high-leverage options for defense against ballistic missiles. Then Project B or C... could be a project to develop defenses against cruise missiles, etc. The important point is that the orderly, sequential nature that a change of strategy requires is implicit.

The State of the Union address would be an excellent time to move away from "Star Wars" and label the SDI as "Project A."



Jay Keyworth