1968 and the Tet Offensive Conference Agenda

April 26-28, 2018

**Thursday, April 26**

All day: Participants arrive in Lubbock

12-5:00 PM: Registration Desk opens at the MCM Elegante Hotel  
Location: Conference Registration Area near Hotel Registration Desk

6:00 PM: Welcoming Reception  
Location: Atrium (near pool)  
Cash Bar with Heavy Hors d'oeuvres

**Friday, April 27**

7:30 AM: Coffee Service in Conference Area

8 AM-5 PM: Registration Desk opens at MCM Elegante Hotel  
Location: Conference Registration Area near the Hotel Registration Desk

---

8:00 AM: **WELCOMING REMARKS**

Ron Milam, Ph.D., Executive Director, Institute for Peace and Conflict, Texas Tech University

Brent Lindquist, Ph.D., Dean, College of Arts and Sciences, Texas Tech University

**Administrative Remarks**

Stephen Maxner, Ph.D., Director, Vietnam Center and Archive, Institute for Peace and Conflict, Texas Tech University

Location: Petroleum Room
8:30 AM:  Plenary Session

The Tet Offensive in Historical Perspective

Moderator:  Ron Milam, Ph.D., Executive Director, Institute for Peace and Conflict, Texas Tech University

Commentator: Erik Villard, Ph.D., Digital Historian, US Army Center for Military History

Panel Speakers:

Howard Jones, Ph.D., University of Alabama
Edwin Moise, Ph.D., Clemson University
Bill Allison, Ph.D., Georgia Southern University

Location:  Petroleum Room

10:00 AM:  Coffee Break

(BEGINNING OF BREAKOUT SESSIONS)

10:30 AM:  Session 2

Session 2A

The Search for Peace in the Midst of War

Commentator/Moderator:

*Peace Worker Faces Tet and My Lai in Quang Ngai*
   Earl Martin, Independent Researcher

*Mennonite Missionary Family Experiences During the Tet Offensive*
   Donald Sensenig, Independent Researcher

*Pilots and Protestors: How Vietnam Protests and the Air War in Vietnam Influenced Each Other*
   Joseph (Matt) Dietz, LTC, US Air Force/University of North Texas

Location:  Cotton Room

Session 2B
Media Coverage of the Vietnam War in 1968

Commentator/Moderator: Stephen Sherman, Independent Researcher, Vietnam Veteran

A Discussion with Robert Elegant and Robert Turner

Co-sponsored by the Center for National Security Law, University of Virginia School of Law

Location: University Room

Session 2C

Technologies of War

Commentator/Moderator:

Why were the Soil Tunnels of Cu Chi and Iron Triangle in Vietnam so Resilient?
Kenneth Olson, Ph.D., University of Illinois

Improvised Explosive Devices (IEDs)
Charley Otstott, LTG, US Army (Retired)

Location: Petroleum Room

12:00 Lunch

Welcoming Remarks: Laura Calkins, Ph.D., Texas Tech University

Lunch Presentation

Kyle Longley, Ph.D., Arizona State University

Location: Petroleum Room

1:30 PM: Sessions 3

Session 3A

Memory and Memorialization

Commentator/Moderator:
Danger in Romance: Bowden’s Hue 1968 & Ken Burns’ Vietnam War Narratives of the Tet Offensive
   Erin McCoy, Ph.D., University of South Carolina (Beaufort)

From Vietnam to Rio Cosumnes Correctional Center, and the Enduring Legacy of the Vietnam War
   Alfredo Aguilar, Texas Tech University

“Our delegation found itself in a rather difficult situation…” Tet Offensive in Polish Literature, Memoirs and Secret Documents
   Jarema Slowiak, Ph.D. Candidate, Jagiellonian University, Poland

Location: Cotton Room
------------------------------------------

Session 3B

Images of the War

Commentator/Moderator:

One Soldier’s Heart: The Emotional Wounds of War
   Ted Engelmann, Independent Researcher, Vietnam Veteran

Photo Slide Show
   Aaron Toch, Independent Researcher, Vietnam Veteran

Location: University Room
------------------------------------------

Session 3C

Allied Support for the Democratic Republic of Vietnam

Commentator/Moderator:

The Tet Offensive Events in Chinese Economic Aid to Vietnam
   Thi Hong Luong Ph.D. Vietnam Academy of Social Sciences

Beyond Socialist Allies: How Democratic Republic of Vietnam Inspired Anti-war Movements in Western Countries
   Vu Thi Phung, Associate Professor, College of Social Sciences and Humanities, Vietnam National University, Hanoi
   Pham Thi Hong Ha, Ph.D., Institute of History, Vietnam Academy of Social Sciences
Location: Petroleum Room

3:00 PM: Coffee Break

3:30 PM: Sessions 4

Session 4A

Veteran Perspectives

Commentator/Moderator:

*My Story Vietnam (Nurse)*
   Joan Boyd, Independent Researcher, Vietnam Veteran

*The Forgotten Soldiers*
   Larry Cole, Independent Researcher, Vietnam Veteran

Location: Cotton Room

------------------------------------------

Session 4B

International Perspectives on 1968

Commentator/Moderator: Justin Hart, Ph.D., Department of History/Institute for Peace and Conflict, Texas Tech University

*Symmetry and Asymmetry in International Peace Efforts During the Vietnam War*
   Paul Bjerk Ph.D. Texas Tech University

*1968: The Turning Point of South Korea’s Conduct of the Vietnam War*
   Hosub Shim, MAJ, Army of the Republic of Korea/University of Kansas

*Britain in Vietnam*
   Philip Webster, Texas Tech University

Location: University Room

------------------------------------------

Session 4C

Tet, Public Opinion, and the Election of 1968
Commentator/Moderator:

*Failures to Communicate*

Edwin Moise, Ph.D., Clemson University

“Recasting Expatriate Political Fortunes: Transatlantic Americans and the 1968 U.S. Presidential Election”

Joshua Cochran, Ph.D., Michigan State University

*There is No Substitute for Victory: Public Opinion, Limited War, and the Tet Offensive*

Glenn Robins, Ph.D., Georgia Southwestern State University

Location: Petroleum Room

5:00 PM – End of first day presentations

6:00 PM: Reception
Cash bar
Location: Petroleum Room

6:30 PM: Special Vietnam Veteran Recognition Program
Hosted by the Vietnam Center and Archive, Texas Tech University

7:00 PM: CONFERENCE BANQUET
Recommended attire: Business
Location: Mahogany Room

7:40 PM: Welcoming Remarks: Stephen Maxner, Ph.D., Director, Vietnam Center and Archive, Institute for Peace and Conflict, Texas Tech University

Introduction of Keynote Speaker: Ron Milam, Ph.D., Executive Director, Institute for Peace and Conflict, Texas Tech University

Keynote Speaker:

James Willbanks, Ph.D.

8:30 PM: End of banquet
**Saturday April 28**

7:30 AM: Coffee Service in Conference Area

8 AM-5 PM: Registration Desk opens  
Location: Conference Registration Area

---

**8:00 AM: WELCOMING REMARKS**

Dave Lewis, Colonel, USAF (Retired), Director, Strategic Studies, Institute for Peace and Conflict, Texas Tech University

Lawrence Schovanec, Ph.D. President, Texas Tech University

Location: Petroleum Room

---

**8:15 AM: Sessions 5**

**Session 5A**

The Battle for Hue and the Hue Massacre

Commentator/Moderator:

*“Lessons Learned, or Not?: The U.S. Marine Corps, Institutional Memory, and the Battle of Hue City”*  
Earl Catagnus, Ph.D., Valley Forge Military College

*“Challenges of Urban Operations: U.S. Marines in Hue City.”*  
William Taylor, Ph.D., Angelo State University

*The Massacre at Hue City: Vietcong Coercion as an Insurgency Strategy*  
Cody Billock, San Diego State University

Location: Cotton Room

---

**Session 5B**

Eyewitness Accounts

Commentator/Moderator:
**NLF/Biet Dong Narratives & Saigon Tet Attacks**
Mike Dedrick, Interrogator/Intelligence Analyst, Combined Military Interrogation Center (CMIC), Saigon, 1968

**Tet Action in the Deep Delta: The View of an ARVN Infantry Battalion Advisor, July 1967-April 1968**
Kenneth Moorefield, Ambassador, Vietnam Veteran

**Tết Mậu Thân in Ban Me Thuột: An Eyewitness Account**
Neil Olsen, Ph.D., Fort Douglas Military Museum

Location: University Room

---

**Session 5C**

**Examining Communist Strategies**

Commentator/Moderator:

**Hanoi Leaders**
Trong Phong, Independent Researcher

“1968 and the Tet Offensive”
Ha Dong, University of North Texas

Location: Petroleum Room

---

9:45 AM: Coffee break - Conference Registration Area

---

10:15 AM: Sessions 6

**Session 6A**

**U.S. Military Operations**

Commentator/Moderator:

**Ambiguities of Control: Rural Pacification and Population Security in the Wake of Tet Mau Than**
Martin Clemis, Ph.D., Valley Forge Military College

**A New Look at Zumwalt’s SEALORDS Campaign: Was it a Success or a Failure?**
Edward Marolda, Ph.D., Naval Historical Center
**1968 Prize Crew OPEVAL in Vietnam**  
Dale Stith, Independent Researcher

Location: Cotton Room

------------------------------------------

**Session 6B**

**The Culture of War: Managing Military-Civilian Tensions**

Commentator/Moderator:

*Songs for the Corpses: Music and Censorship in Vietnam 1968*

Chi Ha, Texas Tech University

*“Jumping Halfway: Civil Military Tensions, Mid-War Decision-Making, and De-escalating for a Post-Tet Victory in Vietnam”*

Theo Milonopoulis, Columbia University

*Different Views Inside Vietnam and Younger Generations’ Changing Perception on the Tet Offensive*

Danh Nguyen, Waseda University, Tokyo

Location: University Room

------------------------------------------

**Session 6C**

**The Cauldron of 1968**

Commentator/Moderator:

*A Walk With the Martyrs: The Da Mai Ravine Massacre of 5-6 February 1968*

Kyle Horst, Independent Researcher

*Reconsidering the Marine Corps’ Position on Khe Sanh Fifty Years Later*

Edward Nevgloski, LTC, King's College, London/Marine Corps University

*Out of the Wilderness: The CIA and Policy Formation After the Tet Offensive*

Thomas Reinstein, Temple University

Location: Petroleum Room

---

11:45 Lunch
Welcoming Remarks: Justin Hart, Ph.D., Senior Fellow, Academic Programs, Institute for Peace and Conflict, Texas Tech University

Lunch Presentation

Marc Gilbert, Ph.D., Hawaii Pacific University

Location: Petroleum Room

1:15 PM: Session 7

Session 7A

Questioning Established Narratives

Commentator/Moderator:

Television Coverage Ruined the Tet Offensive Outcome
Mack Payne, Independent Researcher, Vietnam Veteran

Massacre in Hue
Paul Schmehl, Independent Researcher, Vietnam Veteran

Mis-Remembering History – An Analysis of Burns/Novick/PBS Episode 6. Things Fall Apart (January 1968-July 1968)
Stephen Sherman, Independent Researcher, Vietnam Veteran

Location: Cotton Room

Session 7B

Leadership Strategies

Commentator/Moderator:

The Vietnam Workers Party’s Strategic Re-evaluation of Military Strategy in the Aftermath of the Tết Offensive of 1968
Marc Gilbert, Ph.D., Hawaii Pacific University

President Johnson with the Vietnam War and the Lunar Year 1968
Manh Ha Nguyen, Ph.D., Institute of History of the Vietnam Communist Party

About the Reasons Vietnam Opened the Tet Offensive
Thi Kim Oanh Vu, Vietnam Institute for Military History

Location: University Room
---------------------------------------------

**Session 7C**

The Psychological Impact of the Tet Offensive

Commentator/Moderator:

“The Demise of Effective Propaganda Against North Vietnam”
Mervyn Roberts Ph.D. Central Texas College

*Tet 1968: The Making of a ‘Psychological’ Victory*
Keith Saliba Ph.D. Jacksonville University

“To Save the Village: Peter Arnett, 1968, & America’s Failure in Vietnam”
James Sandy Ph.D. UT Arlington

Location: Petroleum Room

2:45 PM: Coffee break - Conference Registration Area

3:15 PM: Session 8

**Session 8A**

Rethinking the Tet Offensive: Hanoi’s Long-Term Victory in South Vietnam’s Provinces

Moderator: Erik Villard, Ph.D., Digital Historian, US Army Center for Military History

Commentator: Edwin Moise, Ph.D., Clemson University

*General Offensive-General Uprising: Tet 1968 in Binh Dinh*
Kevin M. Boylan, Ph.D., Emmanuel College, Boston MA

‘On Paper, Success Would Seem To Be Assured’: the 1968 Tet Offensive in Phuoc Tuy Province
Thomas Richardson, Ph.D., University of New South Wales, Canberra, Australia
Undoing Pacification: Tet 1968 in Phu Yen
Robert J. Thompson, Ph.D., Independent Scholar

Location: Cotton Room

Session 8B

The Angel Fire Vietnam Veterans Memorial

Commentator/Moderator: Steven Trout, Ph.D., University of South Alabama

A Conversation with Walter Westphall, Ron Milam, and Carie Nguyen

Location: University Room

4:45 PM: Closing Remarks

Stephen Maxner, Ph.D., Director, Vietnam Center and Archive, Institute for Peace and Conflict, Texas Tech University

Location: Cotton Room

5:00 PM: END OF CONFERENCE PRESENTATIONS

6:00 PM: Dinner

Location: Petroleum Room