1968 and the Tet Offensive Conference Agenda

April 26-28, 2018

Thursday, April 26

All day: Participants arrive in Lubbock

12-6:00 PM: Registration Desk opens at the MCM Elegante Hotel
              Location: Conference Registration Area near Conference Rooms

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

7:30 AM - 5 PM: Registration Desk opens at MCM Elegante Hotel
                 Location: Conference Registration Area

8:00 AM: WELCOMING REMARKS

Ron Milam, Ph.D., Executive Director, Institute for Peace and Conflict, 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
8:15 AM: SESSION 1

**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:*

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

Location: Petroleum Room

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9:45 AM: COFFEE BREAK

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(Beginning of breakout sessions)

10:15 AM: SESSION 2

**Session 2A**

**The Search for Peace in the Midst of War**

Commentator/Moderator: Toby Rider, Ph.D., Texas Tech University

*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

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Session 2B

Media Coverage of the Vietnam War in 1968

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

A Discussion with Robert Elegant, Dan Southerland, and Robert Turner

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

Location: University Room

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Session 2C

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 (Presented by Justin Hart)

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: Petroleum Room

11:45: BREAK FOR LUNCH – PLEASE VACATE PETROLEUM ROOM FOR LUNCH SETUP

12:00 LUNCH

Sponsored by the Department of History, Texas Tech University

Welcoming Remarks: Laura Calkins, Ph.D., Texas Tech University
Introduction: Sean Cunningham, Ph.D., Chair, Department of History, Texas Tech University

Lunch Presentation

Kyle Longley, Ph.D., Arizona State University

Location: Petroleum Room

1:30 PM: SESSION 3

Session 3A

Memory and Memorialization

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

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, Ph.D. Candidate, 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

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Session 3B

The Images and Geography of War

Commentator/Moderator: David Perlmutter, Ph.D., Dean of Mass Communications, Texas Tech University

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

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

Session 3C

Tet, the Democratic Republic of Vietnam, and Their Allies

Commentator/Moderator: Hai Nguyen, Ph.D., Texas Tech University

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

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

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: SESSION 4

Session 4A

Veteran Perspectives

Commentator/Moderator: Julie Willett, Ph.D., Texas Tech University

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

The Forgotten Soldiers
Larry Cole, Independent Researcher, Vietnam Veteran

Shook Over Hell: The American Death-Trip Telethon of 1968
Robert Anderson, Independent Researcher (Presented by Justin Hart)
Location: Cotton Room

Session 4B

Tet, Public Opinion, and the Election of 1968

Commentator/Moderator: Bill Allison, Ph.D., Georgia Southern University

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: University Room

5:00 PM – End of first day presentations

5:45 PM: Reception
Cash bar with Heavy Hors d'oeuvres
Location: ATRIUM

6:30 PM: Atrium Bar Closed
Please join us in the Petroleum Room

6:30 PM: Vietnam Veteran Recognition Program
Scholarship Award Ceremony
Hosted by the Vietnam Center and Archive & Institute for Peace and Conflict at Texas Tech University
& Texas Aviation Heritage Foundation, Incorporated

CONFERENCE BANQUET
Recommended attire: Business
Location: Petroleum Room
Opening Remarks: Stephen Maxner, Ph.D., Director, Vietnam Center and Archive, Institute for Peace and Conflict, Texas Tech University

Welcoming Remarks: Brent Lindquist, Ph.D., Dean, College of Arts and Sciences, 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: SESSION 5

Session 5A

The Battle for Hue and the Hue Massacre

Commentator/Moderator: Martin Clemis, 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

Hue: A TV News Challenge
Don North, Vietnam War News Correspondent, ABC News

Location: Cotton Room
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Session 5B

Eyewitness Accounts

Commentator/Moderator: Joel Frary, Ph.D. Candidate, Texas Tech University

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

Kenneth Moorefield, Ambassador, Vietnam Veteran

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

Location: University Room
9:30 AM: COFFEE BREAK

10:00 AM: SESSION 6

**Session 6A**

**U.S. Military Operations**

Commentator/Moderator: William Taylor, Ph.D., Angelo State University

*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 J. Marolda, Ph.D., U.S. Naval Institute

*1968 Prize Crew OPEVAL in Vietnam*
   Dale Stith, Tet Participant, Independent Researcher

Location: Cotton Room

**Session 6B**

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

Commentator/Moderator: Amber Batura, Ph.D. Candidate, Texas Tech University

*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 Milonopoulos, Columbia University

Location: University Room

**Session 6C**
The Cauldron of 1968

Commentator/Moderator: Dave Lewis, Colonel, USAF (Retired), Texas Tech University

A Walk With the Martyrs: The Da Mai Ravine Massacre of 5-6 February 1968
Kyle Horst, Independent Researcher

Understanding the Marine Corps’ Position on Khe Sanh Fifty Years Later
LtCol Edward T. Nevgloski, USMC (ret), Edwin N. McClellan Research Fellow, Marine Corps History Division, Marine Corps University, and PhD Candidate at King's College, London

Out of the Wilderness: The CIA and Policy Formation After the Tet Offensive
Thomas Reinstein, Temple University

Location: Petroleum Room

11:30: BREAK FOR LUNCH – PLEASE VACATE PETROLEUM ROOM FOR LUNCH SETUP

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: Randy McBee, Ph.D., Texas Tech University

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

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**Session 7B**

*The Psychological Impact of the Tet Offensive*

Commentator/Moderator: Justin Simundson, Ph.D., Texas Tech University

“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 City: Peter Arnett, 1968, & America’s Failing in Vietnam”
James Sandy Ph.D. University of Texas, Arlington

Location: University Room

2:45 PM: COFFEE BREAK

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 Vietnam Veterans Memorial at Angel Fire, New Mexico

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

A Conversation Featuring:

Walter Westphall, Co-Founder, Vietnam Veterans Memorial at Angel Fire
Ron Milam, Ph.D., Executive Director, Institute for Peace and Conflict, Texas Tech University
Carie Nguyen, Ph.D. Candidate, Texas Tech University

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