



# 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

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### **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

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**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

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

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**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

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**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  
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**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 Tét 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

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3:00 PM: COFFEE BREAK

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**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

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**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

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**5:00 PM – End of first day presentations**

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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**

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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

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CONFERENCE BANQUET  
Recommended attire: Business  
Location: Petroleum Room

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**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

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## **Saturday April 28**

7:30 AM: Coffee Service in Conference Area

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

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### **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

***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: Eyewitness Accounts***

Neil Olsen, Ph.D., Fort Douglas Military Museum

Location: University Room

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9:30 AM: COFFEE BREAK

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**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

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**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

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**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. Nevglowski, 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

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

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**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

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**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

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2:45 PM: COFFEE BREAK

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**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  
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**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

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**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

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**5:00 PM: END OF CONFERENCE PRESENTATIONS**

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**6:00 PM: DINNER**

Location: Petroleum Room