VIETNAM WAR COMMEMORATION ADVISORY COMMITTEE MEETING

20 February 2015

Agenda

- Opening Remarks (Franklin / Gov Ridge)
- Congressional Ceremony Update
- History and Legacy Update
- Strategy and Engagement Initiatives
- Advisory Committee Discussion
- Closing remarks (Gov Ridge)

Congressional Ceremony Update

Event: Congressional Ceremony

Date: July 2015 (tentative) to coincide with the 50th anniversary of the establishment of the Vietnam Service Medal (Executive Order 11231 signed by President Johnson on 08 July 1965)

Time: 1100-1200 or 1500-1600

Place: Rotunda (500 guests) or Emancipation Hall (600-700)

Congressional Ceremony Update (Cont.)

Logistics:

- Programs
- Invitations and tickets
- Seating
- Security

Execution:

- Speakers
- Music

Congressional Ceremony Update (Cont.)

Progress: Submitted Congressional Ceremony request letter

Next Steps:

- Location request (resolution)
- Congressional Ceremony sponsorship (resolution)
 - Continue to collaborate with OSD Legislative Affairs to build relationships with Members of Congress
- Invitations
- Sequence of events
- Reception (under consideration)

Congressional Ceremony Update (Cont.)

Questions?

Comments?

HISTORY & LEGACY BRANCH TELLING THE STORY



History & Legacy

Name changed to more accurately reflect mission:

Provide historically accurate materials and interactive experiences that thank, honor and tell the story about the Vietnam War veterans and their families to help Americans better understand and appreciate their service and sacrifice.

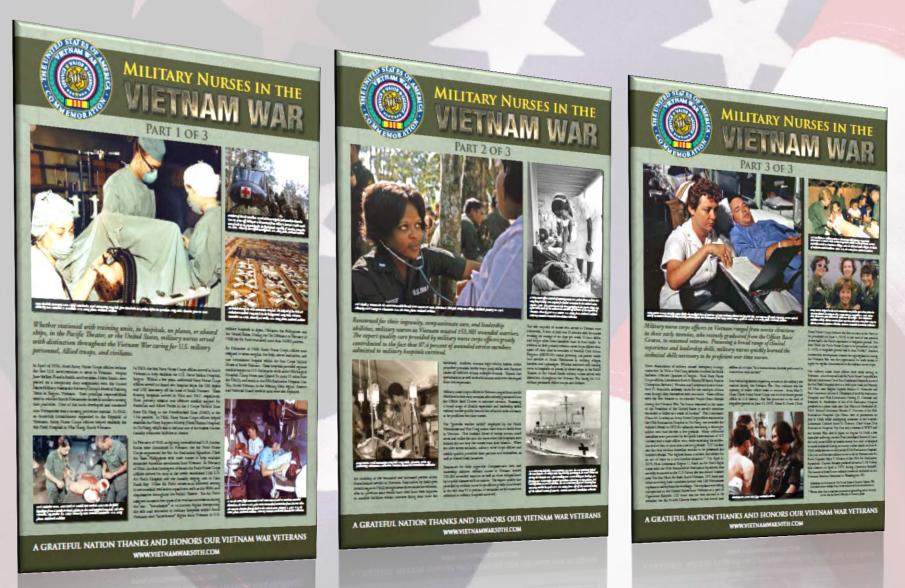
Components of the History & Legacy Program

- 1. Written and Photographic Content
 - Fact Sheets
 - Maps
 - Posters
- 2. Pentagon Corridor
- 3. Video-Recorded Oral History Interviews
- 4. Timeline (Revised and seeking independent review)
- 5. Resources
 - Primary Sources and links to Research
 - Service Learning Opportunities
- 6. Veterans' Page



"Military Nurses In Vietnam" Poster Series





Working Projects

"Women In Service" (Non-Medical)

- Draft text complete
- Coordinating text with WIMSA
- Obtaining photos
- OSD Graphics Options

"Riverine Operations"

Revising text



A GRATEFUL NATION THANKS AND HONORS OUR VIETNAM WAR VETERANS

WWW.VIETNAMWAR5@TH.COM

Oral History Interviews

GOAL: Telling the Story

- Include all ranks, all services, all experiences and all views;
- Include veterans from all racial backgrounds, women veterans and veterans who were held as POWs;
- Include family members

How they will be used:

- Available for viewing on our website;
- Shared unedited with the Library of Congress Veterans History Project;
- Integrate segments with our interactive timeline on the website

Oral History Interviews To Date

HIGH-PROFILE INTERVIEWS:

GEN(R) Colin Powell

GEN(R) Eric Shinseki

GEN(R) Gordon Sullivan

GEN(R) Carl Vuono

GEN(R) Edwin Burba

GEN(R) Barry McCaffrey

LTGEN (R) Paul Van Riper

LTG(R) Samuel Wilson

Mr. Richard Armitage

Total Interviews to date:

40 U.S. Army (8 Women)

4 USMC

8 USN (1 Woman)

10 USAF (1 Woman)

Total: 62

Oral History Interviews Scheduled 22-27 Feb

MajGen Mike Myatt USMC

MajGen Matt Caulfield USMC

Mr. Jay Mancini USMC

Mr. Mike Cerre USMC USMC 11

Col John McKay USMC USA 4

Mr. Steve Snyder USMC USN 2

Col Allan Cruz USMC

MajGen O.K. Steele USMC

Mr. Dick Moser USMC

Mr. Dennis Whittaker USMC

Mr. Jon Paulson USMC

RADM Tom Brown USN A4 Pilot

Dr. Jon Cress USN

MG Kent Hillhouse USA

Mr. Phil Gioia USA

COL Emmett Mahle USA

Mr. Larry Miyamura USA

Primary Sources and References

- Primary Source documents 1940 1960 (More to follow)
- Links to:
 - Department of State Foreign Relations of the United States
 - Texas Tech University Vietnam Center and Archive



Excerpts from NSC-68
A Top Secret Report to the President, April 7, 1950

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 Between the U.S. Purpose and the Kremlin Design
- A. Nature of the Conflict:
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- C Mouns
- V. Soviet Intentions and Capabilities—Actual and Potential
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- VII. Present Ricks
- VIII. Atomic Armaments
 - A. Military Evaluation of U.S. and U.S.S.R. Atomic Carel disting.
 - B. Stockpring and Use of Atomic Weigeons C. International Control of Atomic Energy
 - 1X. Possible Courses of Action

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introduction

The Bole of Negotiation

- A. The First Course—Continuation of Current Policies, with Current and Currently Projected Programs for Currying Out These Projects
- B. The Second Course-Isolation
- C. The Third Course-Win
- B. The Remaining Course of Action—A Rapid Build-up of Political, Economic and Milliary Strongth in the Free World

Conclustons

Recommendations

ANALYSIS

1. Background of the Present Crisis

Within the past thirty, five years the world has experienced two global ways of trenenchous vicione. It has wetnessed two nevolutions—the Russian and the Chanses—of extreme scope and intensity if has also seen the collapse of five emptres—the Ottoman, the Austra Plangadan, German, Italian, and Japresses—and the disastic ducline of two major imperial systems, the British and the Fronch. During the space for my generalists, the international distribution of power has been fundamentally altered. For several excutures, the dispersion of some major and the second root in time face in with greater strength: The international scene was marked by reserving periods of violence and war, but a system of severaling and independent states was maintained, over which no state reas whe to achieve Regionner.

Two complex sets of factors have one bascally almost that introduced the introduced of the power Birst, the defect of Germany and Japan and the decline of the Berlish and French Empires have interacted with the development of the United States and the Societ Listenian in such a way that power increasingly gravitated to these two contents. Second, the Societ Delon, unlike provious application to these two contents. Second, the Societ Delon, unlike provious application to the permane, and seeks to impose its absolute authority over the rest of the societ. Conflict has, therefore, become undering and it is usuped, to the part of the Societ Union, by violend or non-existent methods in accordance with the dictates of expediency. With the development of increasingly ierrifying weapons of mass desputction, every introduced in the second of the proposed of the second of the proposed of the second of the proposed of the development of the development of increasingly ierrifying weapons of mass desputction, every introduced in accordance to the phase of total way.

On the one hind, the people of the world years for refer from the andely arising from the ride of atomic/war. On the other hand, any substantial further extension of the area under the documentum of the Krenslin would raise the possibility the in-condition adoptate to scorior the Krenslin with greater strength could be assembled. It is in this context that this Republic and its cuttered in the assemblery of their strength sead on their deposit price.

The issues that face us are measurement, invulving the ruffillment or destruction not only of this Republic but of civilization itself.



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2. NOW THE LONG CONFLICT HAS COME TO A CLOSE, BUT OUR TASKS REMAIN.

IN COMING MONTHS WE MUST MAKE EVERY EFFORT TO ACCOUNT FOR THOSE

AS WE MOVE AREAD, I HAVE EVERY CONFIDENCE THAT WHEN YOUR

ACCOMPLISHMENTS ARE CHRONICLED IN THE PAGES OF HISTORY, IT WILL

MOST DIFFICULT AND IN MANY CASES, THE MOST FRUSTRATING AND

MOORER.

BT

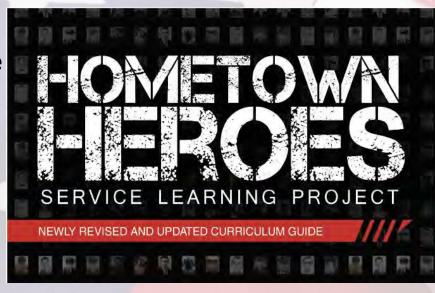
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Service Learning Opportunities

"Hometown Heroes"

- Cooperative effort between VVMF and the Library of Congress
 - A. Remembering Those Who Sacrificed During the Vietnam War
 - B. Preserving Veteran's Personal Stories
 - C. Commemorating Our Veterans
 - D. Understanding Healing Through Memorials





"Virtual Vietnam Project"

- Westlake H.S., Austin, Texas
- > 11th requirement
 - Student is assigned a name from the Wall to research
 - Builds a web-based video tribute





The United States of America Vietnam War Commemoration

"Setting Conditions for Success"

Prepared by Phil Waite Chief, Strategy & Engagement



"Setting Conditions for Success"



Critical Facts:

- 1) 5 Congressional objectives
 - Primary: thank & honor Vietnam veterans & their families
- 2) 7.2 million living Vietnam-era veterans
 - Families of all 9 million who served
- 3) 7,000+ Commemorative Partners (CP)
 - Crucial to success ... "represent a grateful Nation"
 - (Assumption) CPs will execute per commitment
- 4) Measures of effectiveness must be developed for primary objective
 - Trackers: (a) individual veterans, (b) families & (c) media "impressions"
- 5) Commemoration owes Congress final report at Commemoration end
 - Report will focus on accounting of expenditures and deposits

THE NT OF ORDINGS

Vietnam War Commemoration

"Setting Conditions for Success"



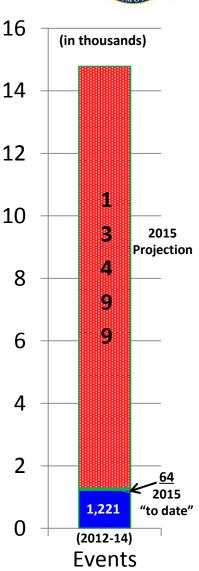




Military CPs: 1003 (*1)

Civilian CPs: 6280 (*2)

Total: 7283



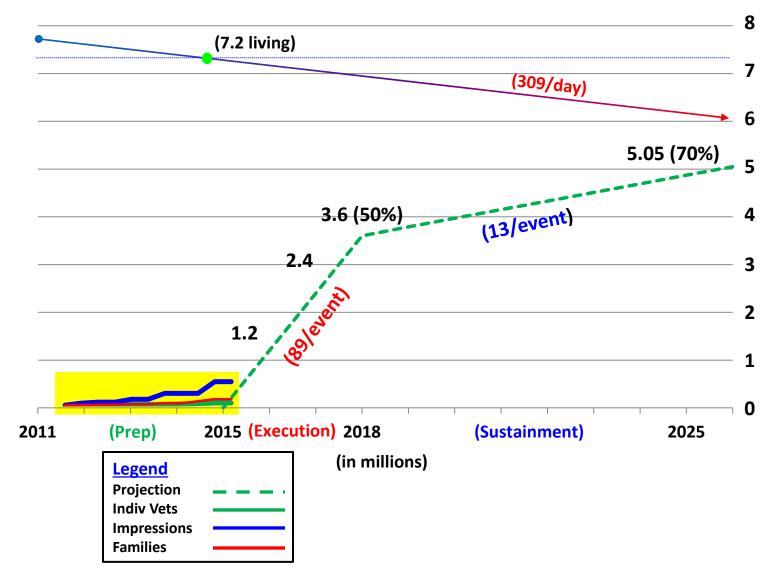


"Setting Conditions for Success"



Vietnam Veterans and Their Families Thanked and Honored

Projections – <u>50</u>% by 31 Dec 17; <u>70</u>% by 11 Nov 25





"Setting Conditions for Success"



Strategy: 5 strategic initiatives with 47 supporting near- (38), mid- (6) and long-term (3) operational initiatives and associated tactics

- S1) Concentrate main effort on primary Congressional objective
 - Support for objectives 2-5 ongoing
- S2) DoD and DoVA "top-down" resonation of VWC mission
 - Energize Departmental activity and support
- S3) Actively engage (manage) CP "force multiplier" and expand reach
 - Encourage execution & reporting; continually recruit more partners
- S4) Continually analyze and adjust efforts for best effectiveness
 - Equal reach and impact in all locations
- S5) Prepare for the final report due Congress in 2025
 - Legal requirement





Examples of Stratified Operational (O) Initiatives



"Setting Conditions for Success"



- O2) Director of Administration mission brief to SD (new), DSD, Services & SecVA
- O3) DSD Management Action Group (DMAG) / Operations Deputies (OpsDep) brief
- O4) National Special Security Event (NSSE) qrtrly review w/ NORTHCOM, Jt Staff
- O5) SD follow-up letter to Governors
 - Thank 35 states (Governor's offices) committed as CPs
 - Offer opportunity for newly elected officials to bring their State on board
- O8) Speechwriters POTUS, SD & CJCS, Service Chiefs, SecVA, SecState
- O9) OSD(LA) outreach Congressional ofcs and committees (8 CPs of 535)
 - 2015 Congressional Ceremony
 - Encourage hometown Congressional recognition events (pins, certificates)
- O13) Opportune visits to VA Hospitals and associated nursing home care units
 - Present lapel pins to Vietnam veteran patients / clients



"Setting Conditions for Success"



O15) Vietnam veteran taped interviews (60-90 min)

Seek out VSO / MSO partners for nationwide, grassroots involvement

O17) Key NGO outreach

 Tap into OASD(PA) connection with 27 national leaders of VSOs, MSOs and other military-supporting nonprofits representing 25 million constituents

O22) Travel sector outreach

- 408M U.S. leisure travelers in 2012; avg age 47.5 years (18% 65+)
- USO airport presence

O23) DoD Installations & Retirement Services Offices

O24) Major League Sports outreach via commissioners

O24B) MLB – All-Star game, World Series

O24E) NASCAR



"Setting Conditions for Success"



- O28) Habitat for Humanity, "Veterans Build"
- O32) 15 min Vietnam War program "vignette" to military bands
 - Reach: 4M live audience annually; 100s of millions via radio and TV
- **O35) National Mall Production**
 - Coordinate with HBO / Nat'l Park Service to partner during 2015-2017
- O39) Department of Veterans Affairs outreach
 - O39A) Coordinated visits to 152 VA Hospitals & 126 nursing home care units
 - O39B) Nat'l Cemeteries (131) & Arlington Nat'l Cemetery (MDW)
 - 35 of 132 currently CPs
 - O39C) Engage Veterans Benefits Administration to assist in connecting CPs to their local Vietnam veterans and their families

