

The background of the slide is a close-up, slightly blurred image of the American flag, showing the stars and stripes in a diagonal pattern.

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

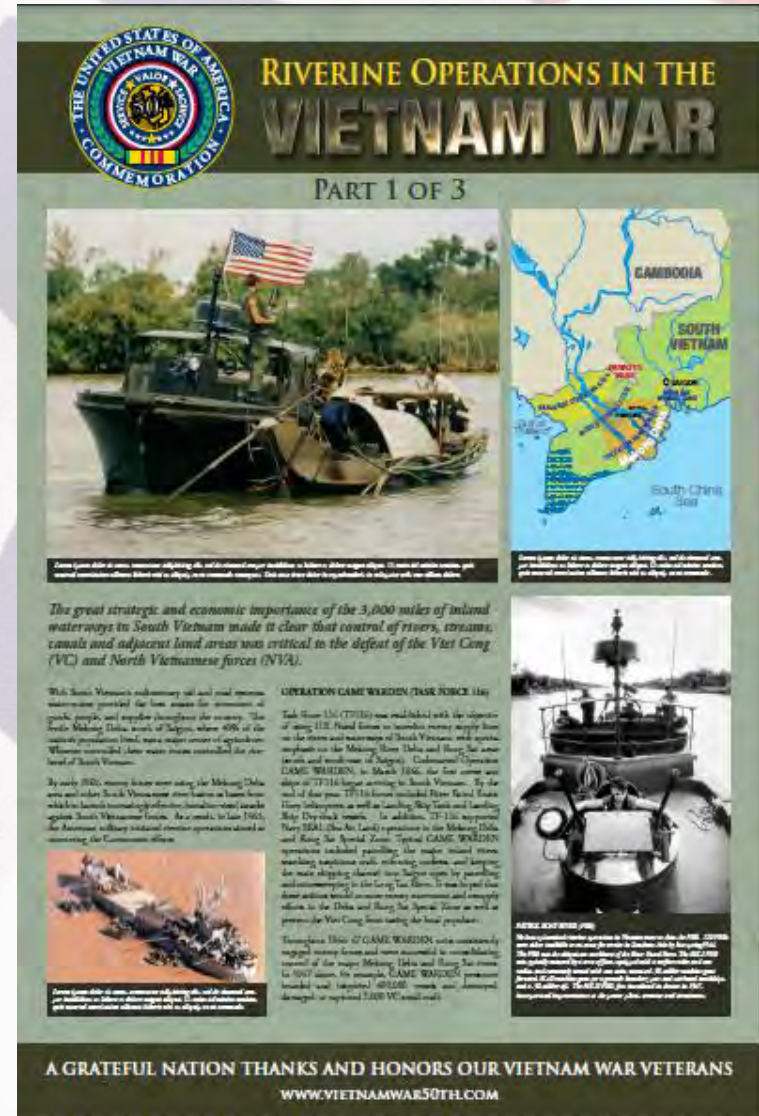
6. *Veterans' Page*



Working Projects

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

- **Revising text**



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

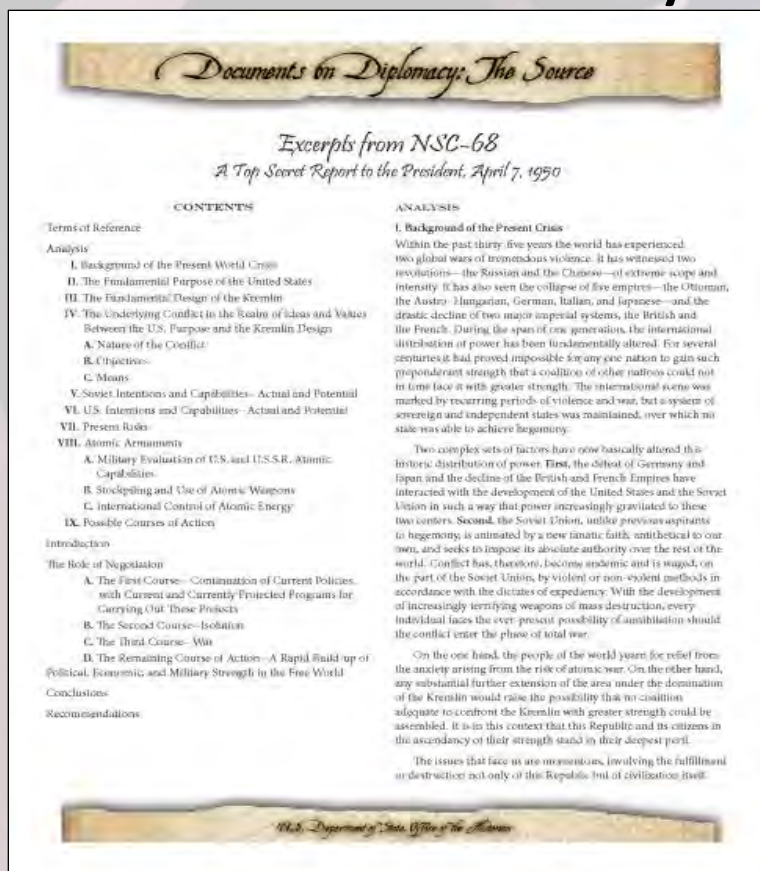
Total Interviews to date:
40 U.S. Army (8 Women)
4 USMC
8 USN (1 Woman)
10 USAF (1 Woman)
Total: 62

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

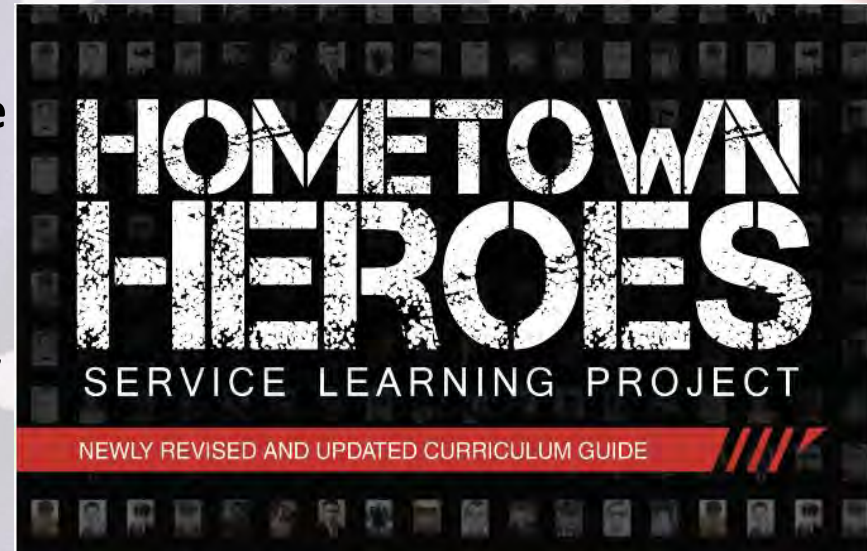
- Primary Source documents 1940 – 1960 (More to follow)
- Links to:
 - Department of State – Foreign Relations of the United States
 - Texas Tech University Vietnam Center and Archive



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



Vietnam War Commemoration

"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



Vietnam War Commemoration

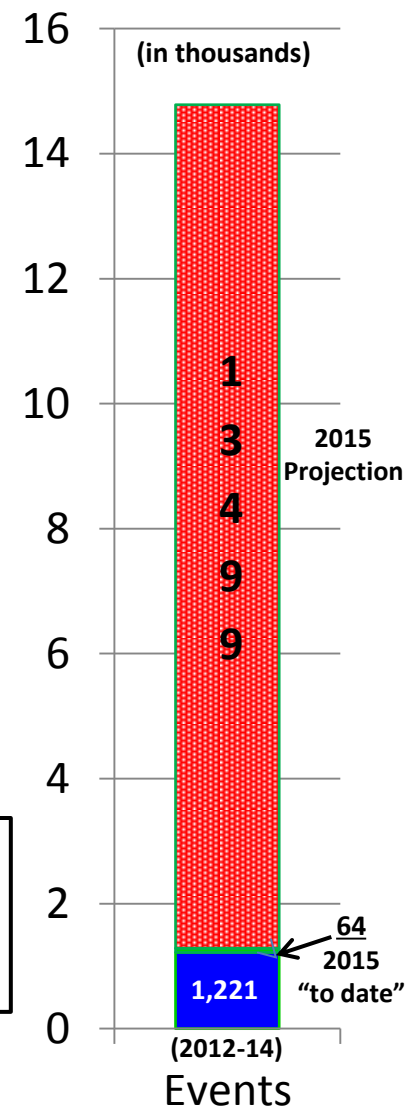
"Setting Conditions for Success"



Commemorative Events



Military CPs: 1003 (*1)
Civilian CPs: 6280 (*2)
Total: 7283





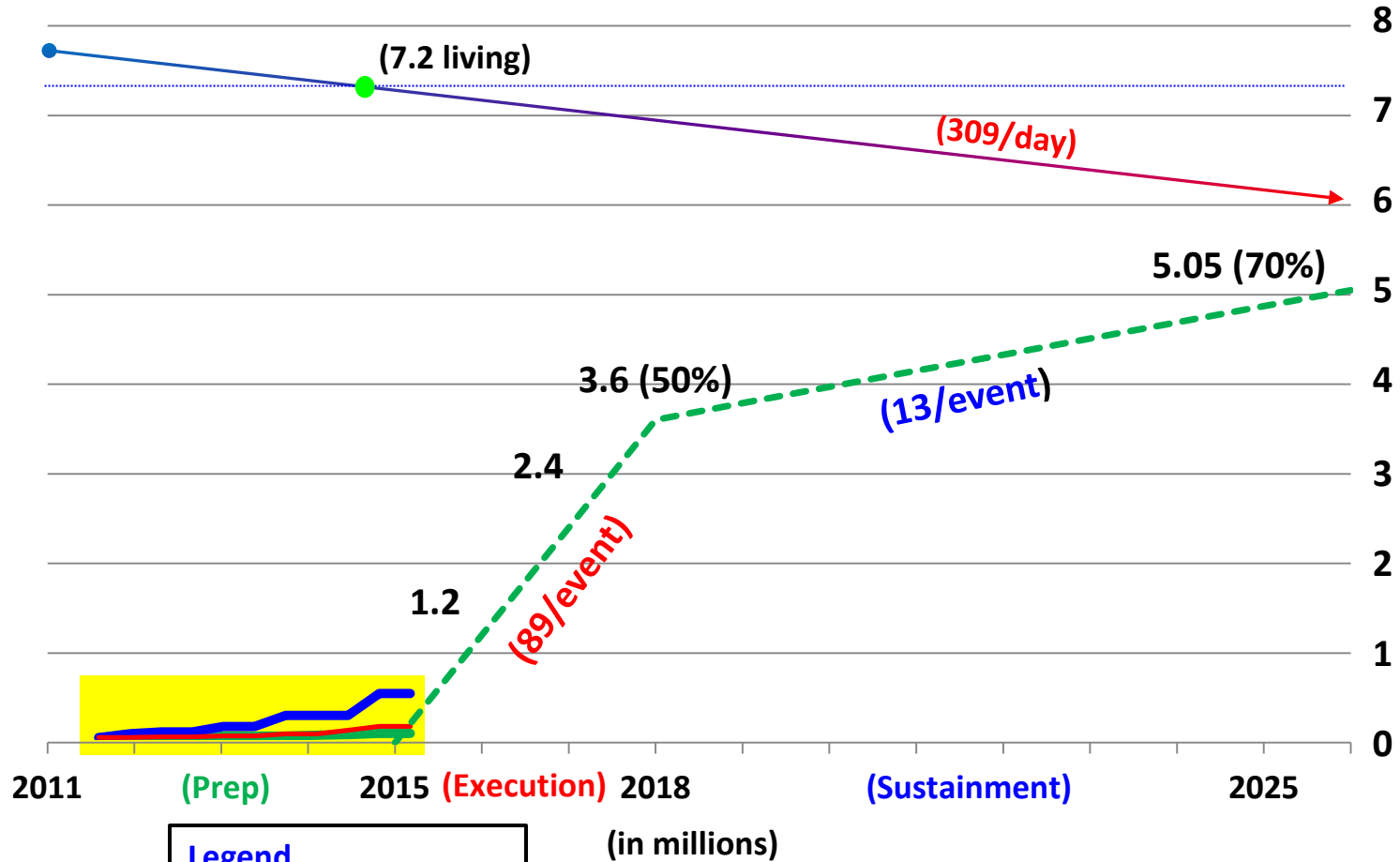
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"Setting Conditions for Success"



Vietnam Veterans and Their Families Thanked and Honored

Projections – 50% by 31 Dec 17; 70% by 11 Nov 25





Vietnam War Commemoration

"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



Vietnam War Commemoration

"Setting Conditions for Success"



- 02) Director of Administration mission brief** to SD (new), DSD, Services & SecVA
- 03) DSD Management Action Group (DMAG) / Operations Deputies (OpsDep) brief**
- 04) National Special Security Event (NSSE) qtrly review** w/ NORTHCOM, Jt Staff
- 05) 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
- 08) Speechwriters** – POTUS, SD & CJCS, Service Chiefs, SecVA, SecState
- 09) OSD(LA) outreach** – Congressional ofcs and committees (8 CPs of 535)
 - 2015 Congressional Ceremony
 - Encourage hometown Congressional recognition events (pins, certificates)
- 013) Opportune visits to VA Hospitals and associated nursing home care units**
 - Present lapel pins to Vietnam veteran patients / clients



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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



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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



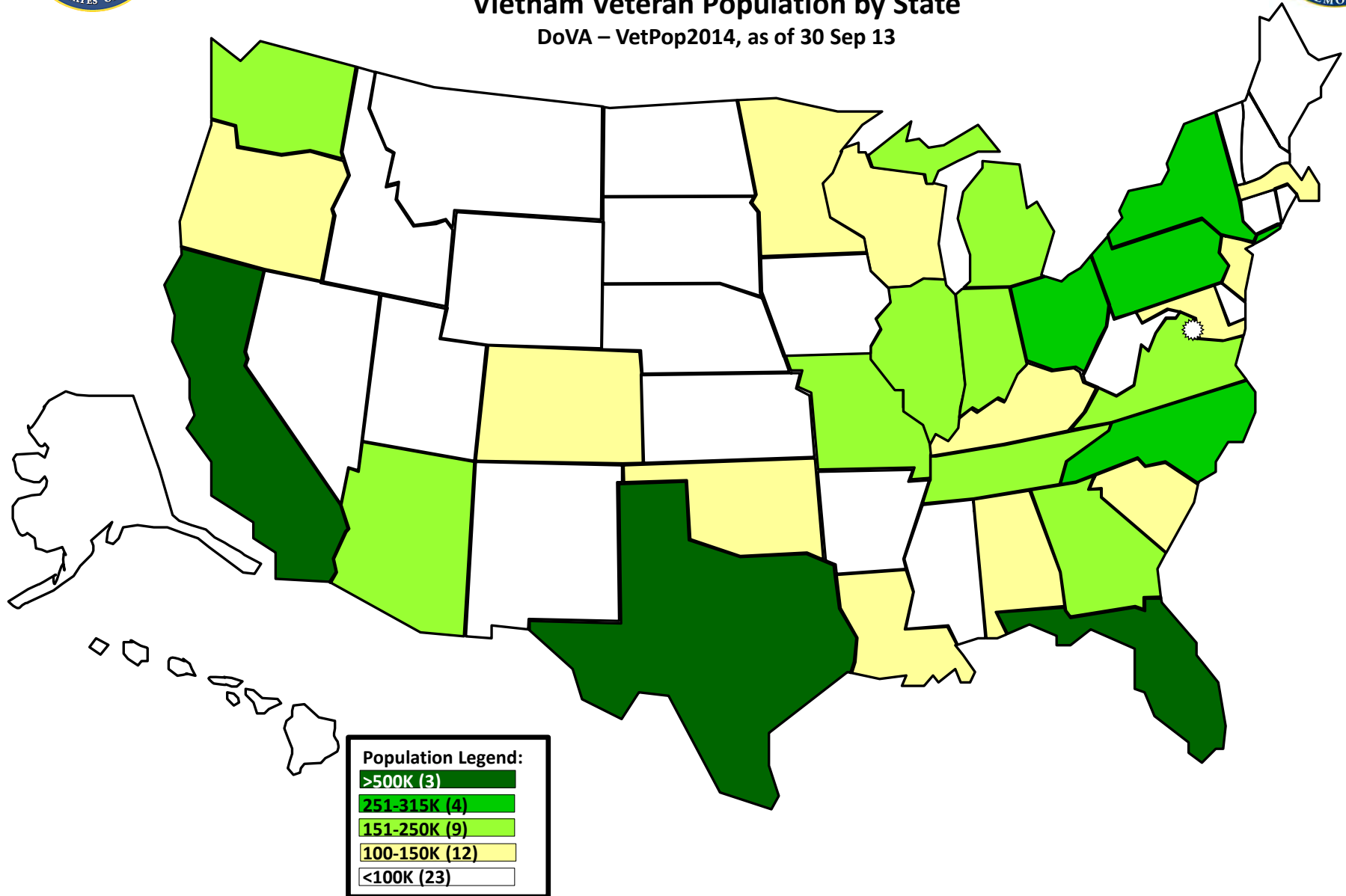
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Vietnam Veteran Population by State

DoVA – VetPop2014, as of 30 Sep 13





Vietnam War Commemoration

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Commemorative Partner Ratio to Vietnam Veteran Population by State

