

**Bill Kiehl** is founding President & CEO of PD Worldwide, consultants in international public affairs, higher education management, and cross-cultural communication. Dr. Kiehl is a special columnist for *LNP* (Lancaster daily and Sunday newspaper), Lancaster, PA.

He was the former Books Editor and Editor in Chief of the journal *American Diplomacy*, published by the American Diplomacy Foundation in cooperation with the University of North Carolina, Chapel Hill.

He served as Executive Director of the Public Diplomacy Council from 2004-2007 and as a Board Member and Treasurer of the PDC from 2007-2013.

Dr. Kiehl has taught public diplomacy at the Foreign Service Institute and has lectured at a number of colleges and universities in the U.S. and abroad. He holds his Doctorate in Higher Education Management from the University of Pennsylvania; his dissertation was "The Influence of Campus Internationalization on Local Communities."

During a 33-year career in the U.S. Foreign Service, he served as Diplomat in Residence at the U.S. Army War College's Center for Strategic Leadership and was a Senior Fellow of the U.S. Army Peacekeeping Institute.

Dr. Kiehl was Principal Deputy Assistant Secretary, Bureau of Educational and Cultural Affairs, Department of State, Acting Deputy Associate Director of USIA and Staff Director of the Interagency Working Group on U.S. Government-Sponsored International Exchanges and Training.

Overseas, he was the Director of the U.S. Information Service in Bangkok and was also Counselor for Public Affairs in London,

Helsinki and Prague. His early postings included Belgrade, Zagreb and Colombo. He escorted the exhibition "Agriculture USA" throughout the former Soviet Union and served as Press Officer in Moscow. A decade later he was Public Affairs Advisor to the U.S. Delegation to the CSCE Moscow Conference on the Human Dimension.

As a retiree he has been called upon for temporary assignments at U.S. Embassies in Norway, Montenegro and Haiti.

In addition to his degree from Penn, Dr. Kiehl earned an honors degree from the University of Scranton and an M.A. in Foreign Affairs from the University of Virginia. He was Honorary Visiting Fellow at the School of Slavonic and East European Studies, University of London.

#### Recent Publications:

##### Books

*The Last Three Feet: Case Studies in Public Diplomacy*, (editor)

The Public Diplomacy Council: Washington, DC, 2012, pp. 187

*The Eagle and the Elephant: Thai-American Relations Since 1833*,

(Managing Editor), Royal Thai Ministry of Foreign Affairs:

Bangkok, 2010, pp. 410

*Global Intentions Local Results: How Colleges Can Create*

*International Communities*, CreateSpace Publishing: Scotts Valley,

CA. 2008pp. 274

*America's Dialogue with the World*, (editor) The Public

Diplomacy Council: Washington, DC,

2nd edition (2007), 1st edition (2006), pp. 211

##### Book Chapters

"Seduced and Abandoned: Strategic Communications in the National Security Council Process" in *Affairs of State*, Marcella, G.

(ed.), Strategic Studies Institute, US Army War College, Carlisle, PA (2009)

“Localized Public Diplomacy” in *The Public Diplomacy Handbook*, Snow, N. and Taylor, P. (eds.) Taylor and Francis Group, Inc.: London (2008)

### Selected Articles

“Where the Rubber Meets the Road: PD As It Is Practiced Abroad”, *Exchange: The Journal of Public Diplomacy*, October 2010  
“Foreign Affairs for the 21st Century”, Layalina Productions *Perspective*, January 2010  
“Addressing the Public Diplomacy Challenge”, *Foreign Service Journal*, October 2009  
“Humpty Dumpty Redux: Saving Public Diplomacy”, *American Diplomacy*, March 2008  
“American Public Diplomacy and Foreign Policy at a Crossroads”, *Young Europeans for Security*, March 2005  
“The Weakest Link in American Foreign Policy”, *Foreign Service Journal*, April 2004  
“Can Humpty Dumpty Be Saved?” *American Diplomacy*, November 2003  
“Partnership: Information Operations and Civil-Military Cooperation in Peacekeeping” *Cornwallis VIII*, April 2003  
“Information Operations: Time for a Redefinition?” U. S. Army Peacekeeping Institute, Center for Strategic Leadership, U. S. Army War College, March 2002  
“Peacekeeper or Occupier? US Experience with Information Operations in the Balkans”, *International Peacekeeping*, Frank Cass, London, Vol. 8, No. 3, Winter 2001  
“Unfinished Business: Foreign Affairs Consolidation was only the Beginning”, *National Security Studies Quarterly*, Georgetown University, Winter 2001, Vol. VII, Issue 1