

Biography

Charles F. Wetherall

Charles Wetherall is a best-selling author of more than 20 innovative non-fiction books which have sold millions of copies in the United States, Europe, and other countries. He has authored several bestsellers, including *Quit*, which alone has sold more than 1-million copies and has been one of the top selling quit smoking books for the past 25 years.

A frequent and popular guest on talk shows in all major U.S. cities from L.A to New York, Wetherall has also been the subject of articles by such prestigious publications as the New York Times, the Los Angeles Times, Publishers Weekly, U.S. News and World Report, Good Housekeeping, Psychology Today, USA Today, and Prevention Magazine.

Prior to his book writing career, Wetherall was a distinguished creative talent at several of Minneapolis' top advertising and public relations agencies. He also served as marketing director for a major mortgage banker. He began his career as a small town radio station news director and worked his way up to become a bylined reporter for major market print and broadcast media.

A graduate of the University of Minnesota School of Journalism, Wetherall also has studied screenwriting at the USC School of Cinema-Television.

Former Employers

Paradon Publishing, Minneapolis, Minn.

Director of Publishing

NordicTrack, Chaska, Minn.

Director of Publishing

Knutson Mortgage, Bloomington, Minn.

Director of Marketing

Wetherall Public Relations, Minneapolis, Minn.

Owner

Willis & Borg Public Relations, Minneapolis, Minn.
Director of Public Relations

KSTP Radio & Television, Minneapolis, Minn.,
General Assignment Reporter

KMSP Television, Minneapolis, Minn.,
General Assignment Reporter

St. Paul Dispatch, St. Paul, Minn.,
General Assignment Reporter

KMHL Radio, Marshall, Minn.,
News Director

KYSM Radio, Mankato, Minn.
Program Director

Education

Earned BA degree from the University of Minnesota in 1974. Majored in Journalism with a minor in Psychology. Studied screenwriting at the School of Cinema-Television, University of Southern California.

Professional Affiliations

- * **Accredited Member** (APR) of the Public Relations Society of America
- * **Member** of the National Speakers Assn.
- * **Past President**, Minnesota Publishers Roundtable
- * **Past Vice-President**, Minnesota Independent Publishers Assn.
- * **Past member**, Minnesota Press Club