



Charles S. Farrell is a founder, principal and senior consultant with Sports Perspectives International, a sports advocacy, marketing and consulting firm. He is a previous president of SPI. He was director of Rainbow Sports, a division of the Rainbow/PUSH Coalition Wall Street Project, whose mission is to address diversity within the sports industry. He also served as special projects coordinator at the Center for the Study of Sport in Society at Northeastern University. Farrell co-produced nine consecutive annual Black Athletes in America Forums, beginning in 1989. He is contributing author of "The Rules of the Game: Ethics in College Sports," and "Student-Athletes: Shattering the Myths and Sharing the Realities." He has testified several times before Congress on racial equity in sports. He also wrote about sports for the Chronicle of Higher Education and was a writer and editor with the sports department of The Washington Post. He is a consultant for the Sports Foundation in Bronx, NY.