**March 2021 Spotlight  
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**Eugene Brooks, ‘94**

**Bachelor of Arts, Music**

Our March spotlight is Eugene Brooks who is the Regional Director of Brand Partnerships/Live Events for Entercom Communications in Atlanta. These stations include The People’ Station V-103, Atlanta’s Sports Radio 92-9 The Game, Star 94.1 and 1380 WAOK. The Entercom Atlanta stations, are also the host stations for the Atlanta Falcons, Atlanta Hawks and the Atlanta United sports where Eugene a directs live events, game day experiences and experiential marketing efforts between the stations and the sports properties. A media/marketing influencer with over 15 years in the entertainment and sports industry, Eugene has produced events worldwide, working with the likes of Kendrick Lamar, Janet Jackson, Migos, Drake, Mariah Carey, Jermaine Dupri, Ludacris, Earth, Wind and Fire, Mary J Blige and Chris Brown only to a name a few.

Eugene is one of the founding members of We Are One, a multimedia dedicated to the marketing of music, health, education and philanthropy, We Are One’s primary goal is to uplift each other by creating experiences between recording artists and fans to ensure no one falls behind – We Are One!

Eugene has always had a heart for people and currently donates his time by serving on the boards of the Metro Atlanta YMCA, Jaden’s Ladder and The Boys and Girls Club. He is a member of The National Academy of Recording Arts and Sciences – The Grammy Awards and The University of South Carolina Alumni Association.

A native of Florence, South Carolina, he is a southern gentleman with flavor and full of integrity. He is a graduate of South Florence High School, The South Carolina Governors School for the Arts and the University of South Carolina with a Bachelor of Arts in Music. Eugene played saxophone and was a member of the Carolina Band.

Be sure to visit Eugene’s [**website**](http://www.entercom.com/) to learn more about him and [**We are One**](http://www.weareonerising.com/).