

WSSU Alumnus Founder of "ART"

BY KIMBERLY TERRY
Staff Writer

Most of Winston-Salem State University students may not remember the Gotham City Rockers and Gotham City Club two popular groups on campus between 1987 - 1990; but the Assistant Director of Student Activities has fond memories of those "good old days."

Kent Beatty, a Winston - Salem State University Alumnus, was a member of the Gotham City Rockers. "I started the Gotham City Rockers and Production my Junior year," said Beatty. Three other friends along with Kent started the Production because they wanted to form their own business.

When they began, Gotham City Productions they just deplayed at University parties for free, but then the business began to grow. "We started doing parties for fraternity's and sororities," said Beatty, "and contracted to play at balls." Even though Gotham City Productions was taking off, he still participated in the Gotham City Rockers. The Gotham City Rockers were a musical group that participated and won the first and second annual Lip Sync Contest sponsored by The News Argus. After graduating from WSSU with a bachelor's degree in Business Administration, he began promoting Gotham City Productions full time.

Along with promoting Gotham City Production, he served as a dejay and entertainment consultant for Sassy's Triangle, a local Winston - Salem Club. At Sassy's he booked acts to appear at the club. He also worked at Oaktree, a Hanes Mall clothing store. "I did a little bit of

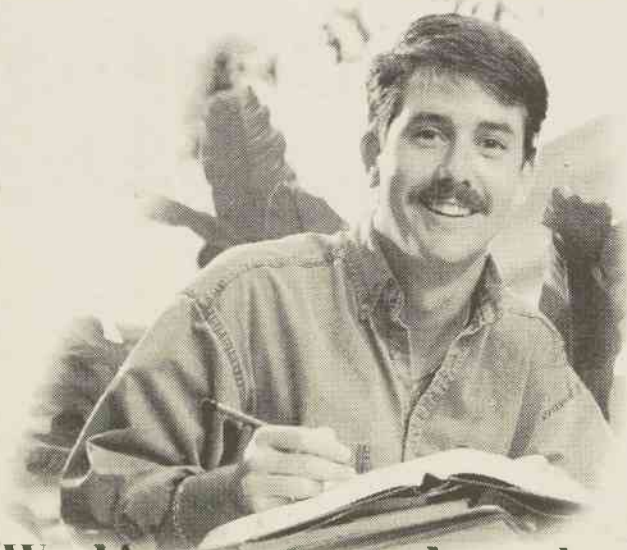
everything," explained Kent.

Soon Beatty decided to leave all of that behind and return to his alma mater, WSSU. Upon his return, he decided to create "ART", (Association of Rhythmic Talent). "I put together "ART", a dance and drama group to fill a void," said Kent. He combined the best of both worlds to compliment each other. During the Spring 1994, Beatty and ART produced "For Colored Girls Who Have Committed Suicide When The Rainbow Is Enuf". During Fall 1994, they produced a Black History Program titled, "Still We Rise".

Another reason why he began "ART" was that he wanted the students to get that sense of unity that he felt when he entered and participated in activities at WSSU.

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