

# NCCU Student Is BET Freestyle Champion

Contributed by Matt Beatty -- Black College Wire  
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Devin Dixon juggled classes and taping the TV show in New York

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Opening for rap artists such as Drake, Ludacris, The Lox and Young Jeezy means either you have serious lyrical skills or you are the luckiest person in the world.

When it comes to lyrical skills N.C. Central University mass communication senior Devin Dixon, aka Dev, doesn't understand the meaning of luck. Having recently been on BET's hit show "106 & Park" Freestyle Friday and winning every week for a month straight, Dev became champion and continues taking it all in stride.

"People come up to me and they can't believe I'm a regular dude that goes to school here," said Dixon. "I still have to do the same things that I was doing before being on TV, but getting on the show was a lot of hard work and it was a good experience."

Dixon, who auditioned in July, waited patiently until finally getting to showcase his skills nationally in October. Week after week Dixon seemed to embarrass his opponents.

A freestyle battle is when two rappers come up with lyrics on the spot against one another and each one tries to say the better lyrics to embarrass the opponent and involve the crowd for hype.

With his rap name, 2b Announced, Dev always keeps his fans eager for the next punch line.

"The name came because I was in the process of coming up with something and I kept it for the irony," said Dixon.

"While the other guy is rapping, I get my punch line ready and put it in the fourth line and throw it at them. It's all about strategy. Freestyling is off the top of the head but you got to be ready to say something and know how you want to say it," said Dixon.

This isn't the first time Dixon was featured in the spotlight. He won the "2006-2007 BET Black College Tour" freestyle competition. In "2007" he won a rap tournament in Chapel Hill and also performed at NCCU's "2007 and 2008 homecoming."

Dixon said he has been putting his talent to use since an early age. He started playing around with simple lyrics in his notebook at age 13 and once his friends noticed his talent, everything changed.

"I would just write and do it for fun and play, but my friends liked my rhymes and when I turned 14 I would write more and take rap more seriously," said Dixon.

Dixon said his favorite rappers are Eminem, Nas and Fabulous but his style is unlike any other. As a native of Springfield, Mass., his flow and rhyme can be appreciated in every region.

"My style varies from whatever inspires me," said Dixon. "I have a combination of a style from the North as well as a style from the South. I can rap on any beat no matter the region."

Dixon would go to class as well as go to New York during the week to record for the taping of the show. Dixon said he did not mind the hard work.

"When you want something you can't be about talk you have to go out and do it," said Dixon. "I went out and auditioned in the summer and I wanted it so I pursued it further and did what I had to do."

Aside from rapping, Dixon is involved with the music production team T.O.K.Y.O that he founded along with two of his friends.

Dixon hasn't ruled out a backup plan as of yet. He said he could see himself writing for a magazine or newsletter publication in the future.

Dixon sees his future as a long road ahead but a successful one.

“Whether I sign a major or independent deal I just hope to make money, get my music out and gain a large fan base,” he said.

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Matt Beatty writes for The Campus Echo, the North Carolina Central University student newspaper, which originally published this article.