Discussion: For my ethnography on a facet of student folklore that is considered art, I have submitted a collection of flyers created anonymously for DIY (do-it-yourself) events that have occurred in the city of Bloomington. Many of these events are organized by students and the bands performing have students in them. The practicing of creating these flyers has been around for a long time, originating before the digital age when promoting concerts had to be done this way. Now the tradition persists, but in an online fashion. These flyers are created and then posted on a Facebook event page which is used to promote the show. These flyers are printed off and posted sometime, but this is rare. The flyer is usually just posted online to create a visual to go along with the promotion of the show.

What I find interesting is how the flyer is meant to show the personality of the bands who are performing. I've uploaded a number of flyers that illustrate this in different ways. The most stark contrast are the files labeled "Slingshot Flyer" and "Stoop Kids Flyer" with that of the "Nervosas Flyer". The first two are presented humorously, which belies the natures of the performers and whoever may have created the flyers. Knowing the bands that played at these shows, this is true. They are performers who don't take themselves as seriously as others. With the Nervosas flyer, the word "punk" is listed three times which reinforces the genre of music that is being presented. The aesthetic of keeping the flyer black and white along with the photo choice presents the show as something gritty and aggressive.

While the flyer is used to transmit logistical information about a concert, much more can be taken away from analyzing its aesthetic qualities. These flyers give a snapshot of the personalities of the performers, members, and students involved in the DIY scene of Bloomington.

See seven additional examples, below.
MONO+N+DAY

CRUSH
THE
SWITCH
AND
THE
GROVE
PRESENT
CREAM
FROM
4:00PM
to
11:00PM
AUG 23RD

THE 220 BREAKERS
AURORA, DOREY, ALICE
THE BANGS
CHICAGO BULLS, HAT, CHIVES
CHRISTIAN TAYLOR,
CREAMY DREAMY BREAKDOWN
THE DIRTY SUITES
DJ EADE
HOUSE, OLYMPICS
THE ICYS
KD & ME
LOVERS IN THE LOBBY
MERRIE SLOAN
MINUS WORLD
PETER OWEN
RAW McCARTNEY
SKELETON MEN
SWEATER MEAT
UNIONS
ZION CROSSROADS
DIRTY LUNGS
THE BANGS
PINK CIGARETTES

THE BISHOP
TUES. SEPT. 23RD
9 PM $5
HIGH DIVE
THE HOTELIER
LITTLE BIG LEAGUE
GARRETT WALTERS

AUGUST 13, 2014
1424 S WASHINGTON
8:00 PM $5
Nervosas
Dark Punk from Columbus, OH

Also appearing:
Chud
Local Punk

FYC's
Indy Punk

514 TUE SEP 8
SWAY 3 05

5 415 SEP 14
SWAY 3 05

$5

S 805 SEP 14
SWAY 3 05

$5
BACKWASH PRESENTS

Middle Way Fundraiser

FEATURING

Ross Gay
Avery Smith
Jon Holland

Catherine Bowman
Quintin Caldwell
Riley Anspaugh

With Special Guests

Bob Bledsoe
Michael Miekoday
Sean McClure

And Music by

Ciara Miller
Pierce Kuhl
Morgan Eldridge

Peter Oren
The Dirty Suites

FRIDAY OCT 24TH / 3PM
201 EAST 2ND STREET / $5
Slingshot Dakota (PA)
House Olympics
AIRHOCKEY
Mom’s Weekend

$5

November 8th
7pm- Stoop Kid’s Stoop
501 E. 1st
Stoop Kid's Inaugural Show

Air Hockey
House Olympics
Cipinko (IL)
Cloaca

Aug. 30 - 501 E 1st St.
7:00 PM - Donate