


A photograph of a crowd of people at an outdoor music event. The scene is set in a park-like area with green grass and trees in the background. In the foreground, a person wearing a black and white striped shirt is seen from the back, looking towards the crowd. To the right, a large portion of a person in a black t-shirt is visible, partially obscuring the view. The overall atmosphere is that of a lively outdoor gathering.

Underground Music

in the Greater New York City

Area

Kristine Villanueva



Who is in this
Community?

Artists that live in
alternative spaces

Traditionally marginalized
groups

A young girl with brown hair in pigtails is playing a drum set at an outdoor music festival. She is wearing a white t-shirt with a graphic and denim shorts. The background shows other festival-goers, trees, and a blue tarp. A large black semi-transparent box is overlaid on the image, containing white text. In the top left corner, there is a white square with two black quotation marks. In the bottom right corner, there is a small white square with the number 3.

“

Going to a show at a venue versus a D.I.Y space is similar to the difference of inviting your friends to a restaurant versus having them over for dinner.

-Gayla Escoda Brooks, Scarborough, Fat Heaven



How Did I
Listen to
Them?

- 
- A photograph of a band performing in a dimly lit venue. The scene is illuminated by warm string lights hanging from the ceiling. In the foreground, a guitarist on the left plays a red electric guitar, and a guitarist on the right plays a white electric guitar while singing into a microphone. A drummer is visible in the background behind a drum kit. The walls are decorated with graffiti, including the word "Broken" and "Eye Am Back".
- **Be present**
 - **Have conversations (as a human)**
 - **Meet people where they are**

A photograph of a musician playing a double bass on stage. The musician is wearing a black vest with patches and is singing into a microphone. The background is dark with stage lighting. The text 'Follow-Ups' and 'Matter' is overlaid on the left side of the image.

Follow-Ups

Matter

- **Build relationships**
- **Build trust**

Great Wight
16 hrs · 🌐

Did a short interview with [Kristine Villanueva](#) before Punx of Color 4 last month. Check it out at [Medium!](#)



Underground Musicians Are the Unseen Hate in America

Some D.I.Y bands face discrimination and potential safety issues. [MEDIUM.COM](#)

Love Comment Share

Scarboro
September 28 · 🌐

Check out this piece featuring [Gayla Escoda Brooks](#) talking D.I.Y.



Defining the D.I.Y Scene – Edge of Sound – Medium
A snapshot of the Underground Music in New York City
[MEDIUM.COM](#)

Like Comment Share



Brendan Jay Sullivan @MrBrendanJay · Oct 16

This rules. Can someone give J school student [@kristine_ish](#) a job at [@gothamist](#) or [@brokelyn?](#) #DIYNYC



New York City's D.I.Y Music Scene in Numbers
Smaller venues have played a vital role in crafting New York's cultural and artistic identity, with local artists acting as the scene's backbone. A number...
[vimeo.com](#)

1 2 2

idera

September 7 at 2:58pm · 🌐

the pleasure of meeting & chatting with [Kristine Villanueva](#) about the scene. Happy to be in the company of other kickass ladies in the scene. Check it out!

[medium.com/.../women-are-critical-to-diversifying-new...](#)



Women are Critical to Diversifying New York City's Music Scene and Beyond

It's not just about the music. It's about the community. It's about the modern day Riot Grrrl but someone's got to do it

But yea I'm down to meet, let me know and thank you for hitting me up Kristine

MAY 30TH, 5:53PM

Yo this is awesome

Thanks so much for sharing and thanks so much for the kind words!



Let the

community lead

you

- **Journalism is a service**
- **Does your work reach them?**

Applause from Max Resnik, Carrie Brown, and 2 others



Kristine Villanueva

Writer and journalist. Student at the CUNY Graduate School of Journalism, exploring the intersection between the arts, culture and social change.

May 27 · 5 min read

Recovering Addicts Find Their Home in the Underground Music Scene





Kristine Villanueva

Writer and journalist. Student at the CUNY Graduate School of Journalism, exploring the intersection between the arts, culture and social change.

Nov 3 · 4 min read

Women Are Critical to Diversifying New York City's Punk Scene and Beyond

It's not easy being a modern day Riot Grrrl but someone's got to do it





Your Community Can't Tell You Everything

- **Find latent needs**
- **Fill in gaps**



Kristine Villanueva

Writer and journalist. Student at the CUNY Graduate School of Journalism, exploring the intersection between the arts, culture and social change.

Oct 14 · 3 min read

#SaveNYCSpaces Means Protecting the City's Most Vulnerable Populations

Artists assemble to protect underground venues





Kristine Villanueva

Writer and journalist. Student at the CUNY Graduate School of Journalism, exploring the intersection between the arts, culture and social change.

Nov 12 · 4 min read

Underground Musicians Are the Unseen Victims of Hate in America

Some D.I.Y bands face discrimination and potential safety risks while on tour





Ruperto Estanislao We didn't have to tour for someone to say some racist shit to us. Happened right in the Bay Area where we have lived since we emigrated.

Like · Reply · 3 · December 5 at 2:30am



Kristine Villanueva I touched on that a little in my piece with New Jersey. But would love to talk about your experience so I can expand a little more on that. Would it be okay if I shot you a message?

Like · Reply · 1 · December 5 at 8:50am



Ruperto Estanislao Yes

Like · Reply · 1 · December 5 at 10:22am



Esneider Huasipungo Ha ha ha..... oh yeah.... we got actual neo Nazis at our shows.. fun times. Also got our flyers ripped out right here in diverse N.Y. i have a file somewhere with all the threats we got. Getting ignored is welcome sometimes.

Also if you have not had a couple of death threats you are doing something wrong. Work harder!

Like · Reply · 3 · December 5 at 6:17pm



Kristine Villanueva Esneider Huasipungo hey, that sounds horrible. Could I send you a message too? Would you be down to talk about it?

Like · Reply · December 5 at 7:51pm



Esneider Huasipungo It wasn't horrible if we walked out in one piece! Ha! And yeah sure

Like · Reply · 1 · December 5 at 7:53pm



Kristine Villanueva Ha, this is true. Sending something along shortly.

Like · Reply · December 5 at 7:54pm



Kristine Villanueva Sent you something too **Ruperto Estanislao**. In case you miss it.

Like · Reply · December 5 at 7:55pm

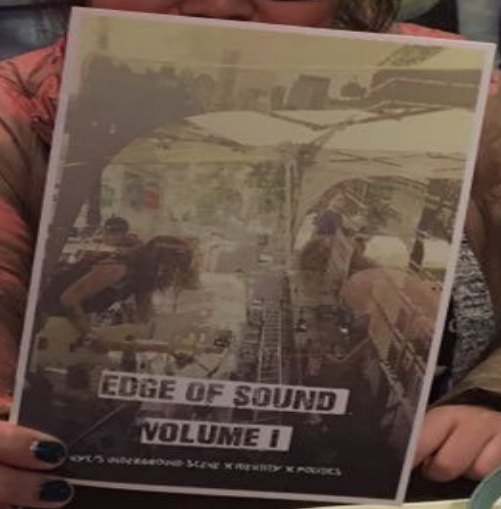


Write a reply...



Christian Erazo I can tell you all about Atruth playing down in Trenton and our fight with Atlantic City skins... HMU

Like · Reply · 1 · December 5 at 11:33pm · Edited



Edge of Sound



Guess How Many
Text-Ins I Got?

ZERO.



Kate Hoos I don't think you've failed! You're just learning what works and what doesn't and adjusting accordingly. A lot of ppl would have been like "fuck it" and dropped things but you're finding new ways to approach it and keep folks engaged. That's awesome!

[Like](#) · [Reply](#) · a few seconds ago



Gayla Escoda Brooks I think you are doing a great thing, regardless of lack of text ins!!

[Like](#) · [Reply](#) · 3 hours ago

Some Insights

- Positive feedback
- Know what you're asking



Instagram

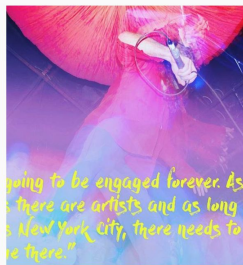
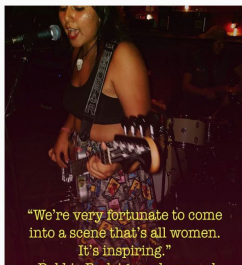


edgeofsoundzine

Follow

9 posts 55 followers 44 following

Kristine Villanueva @kristine_ish, student @cunyschool, underground music x politics. Exploring instagram "articles". Celebrating D.I.Y. culture. Zine otw. Hmu. medium.com/@cb6dd47efe58/aa7172dac2f



Liked by [brizzyc](#), [celia_clarke](#) and **33 others**

edgeofsoundzine Artists and advocates for D.I.Y spaces met at Market Hotel in #Brooklyn tonight to voice their concerns before the Night Mayor is chosen in November. The Night Mayor and Office of Nightlife will act as a liason between City Hall and New York's nightlife industry, including the D.I.Y community, which typically hosts events and musical shows in converted industrial buildings, like warehouses. Artists hope that the Night Mayor will advocate on behalf of the arts community so that they can continue to thrive in the city. [#savenycspaces](#) [#letnydance](#)



MEDIUM:

1,076 views

403 followers

Average 41% engagement

Lowest: 33% Highest:57%

So What Now?



Get
community
feedback

Make
adjustments

Reiterate

Try
again



Kristine Villanueva

@kristine_ish



So I just learned re-learned something about engagement in journalism - you can have these awesome theories about what people will respond to but you can be wrong and you have to adjust accordingly. That requires moving on from "failure" very quickly.

3:49 PM - 23 Nov 2017

2 Retweets 16 Likes



A group of people, mostly young adults, are gathered outdoors in a grassy area with trees in the background. In the foreground, a woman with long dark hair, wearing a black top and a large black backpack, is holding a white smartphone. To her right, a young child in a black t-shirt is looking towards the camera. Further back, a woman with red hair is smiling, and several other people are standing around. The overall atmosphere appears to be a casual outdoor event or festival.

Thank You!

Zine: bit.ly/edgeofsound

Social: [@kristine_ish](https://www.instagram.com/kristine_ish)

Email: kristine.villanueva@journalism.cuny.edu