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**Columbus Magazine Editor to Speak at OUL on How Social Media Has Changed the Job of the Critic**

Lancaster – In a world where social media is king, everybody has an opinion and everybody can publish it. That has changed Brian Lindamood’s job and the way he does it.

“I’ve been a critic and a reviewer of one kind or another for almost 20 years,” said Lindamood. “In that time, I’ve seen the relationship between reviewer and reader change dramatically. It used to be very top down. I would get to see a movie first and tell readers whether it was good or not. That was the end. With social media, that has changed. Now, readers can post their own film review on their Facebook page and share it with all their friends. People don’t even need a professional reviewer.”

Lindamood is the director of the Dispatch Printing Company’s magazines division. He manages the editorial and digital operations for publications including Capital Style, a bimonthly women’s magazine; Columbus Alive, a weekly entertainment newspaper; Columbus Crave, a quarterly dining magazine; and the city magazine Columbus Monthly.

“Restaurant reviews, music reviews and other arts criticism used to be the exclusive domain of experts in the mainstream media, who deliberately doled out their one to five stars with little input from readers,” said Lindamood. “Roger Ebert’s thumb carried much more influence than an entire movie theater of raised fists. Not anymore.”

Lindamood is going to give a presentation at OUL called “Everyone’s a Critic: Pop Culture & Arts Reviews in the Social Media Age” on Wednesday, October 22 at 6:30 p.m. It will held in the Raymond S. Wilkes Gallery for the Visual Arts. The presentation

is directly related to the current art exhibit, “Pop Goes the Easel,” that is on display in the gallery.

“It’s great to be able to hear from readers and hear what other people think. You never got any feedback before. Now it’s wonderful to be able to hear from people, get that feedback, and have that conversation,” said Lindamood. “However, there definitely are drawbacks to this new system. I’m all in favor of people having access to this technology but, there are a lot of people posting a lot of reviews online who don’t know what they are talking about. Yelp is a great example. People who use it should take it with a grain of salt. One five star review may be from the owner’s daughter, and a one star review may be from one person with a grudge.”

Brian studied cinema at Denison University and began his journalism career as a film reviewer. In 1999 he was recognized as the Best Critic in Ohio for his film reviews by the Ohio Society of Professional Journalists. He has also written extensively about dining, drinking, music and the arts.

Lindamood’s presentation is free and open to the public.