

Kimberly Blair: 'Party Down South' eyes Pensacola Beach for sordid reality show

Bawdy new CMT series may be heading to Pensacola Beach. Could it boost or bust our tourism?



Mattie, Tiffany, Lil Bit and Lauren from the cast of CMT's "Party Down South." / CMT.com

The producers of MTV's "Jersey Shore" are shopping Pensacola Beach as a possible site to shoot a second season of their newest project for CMT — the reality show "Party Down South."

At first blush, who would want to pass up on an opportunity to showcase the best the area has to offer on a new, nationally broadcast reality show? The series, shot last year in Murrells Inlet, S.C., follows "young, brazen adults for one wild summer of extreme fun," according to its website.

But then again you're talking Pensacola Beach — where officials, residents and business owners sing one refrain: "We're a family-friendly beach." Every event board members endorse must pass the "family-friendly" muster.

They don't even want saggy pants to invade the main business district.

One need only check out a few episodes or just the trailers of the "Party Down South" to realize there ain't nothin' family friendly about this series.

Low-plunging Daisy Dukes aside (we are talking about the beach after all), it glorifies the most outrageous, stereotypical views people have about Southerners, and their women, in the over-the-top style of "Jersey Shore."

Excessive drinking is the centerpiece. So is in-your-face poking fun at so-called Southern values.

In one trailer, a cast member says Southerners are polite and respectful. That's followed with multiple scenes of the eight-member cast in drunken stupors fighting, yelling and cursing mixed with scenes of farting and burping, throwing up at the supper table and the bedhopping of each other's love interests.

In the middle of this maelstrom of Southern-style "Idiocracy," (see the 2006 movie) one cast member in the most sugary sweet Southern drawl proclaims she needs to pull out the f—n' Bible. Let's not even talk about the mindless jabbering and drunken sobbing that's called dialogue.

A slew of criticism has erupted around the series, with some blogs calling it "embarrassing." There's even a Facebook page set up by Murrells Inlet residents protesting the series.