

Written by Kimberly Blair
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As a child of the '70s growing up in Houston, I often witnessed the “younger” generation fearlessly taking to the streets in protest of the Vietnam War, women’s rights and civil rights.

Those protests mirrored a shift in social consciousness.

With that said, taking a stand against the outrageously raunchy “Party Down South” reality show pales in comparison to the above mentioned issues. But I can’t help wondering if Hollywood should take note.

Is the pushback it’s getting from not just one but two communities over “Party Down South,” reflecting a larger message?

Are we getting tired of the over-saturation of Jerry Springer-esque dribble glorifying the worst we can be? We’ve been there, done that. Maybe it’s time to move on.

This appears to be the message the young women, Amber Kelley and Bri Snellgrove, who launched the social media campaign against the show, and 10,000-plus peeps who “liked” their “Locals Against Party Down South” page are spreading.

They clearly said giving the reality show a thumbs down was not about being self-righteous or protesting its partying theme.

Because, yes, people here party hard, Kelley said. Mardi Gras season is a fine example of that, she pointed out. Yes, people hang in bars and drink, sometimes too much. But for the most part, they get up and go to work or go to school and contribute to society the next day.

There’s no reality in eight young so-called adult Southerners spending six weeks in a drunken stupor going to extremes to show their butts and stupidity.

Besides, who are the real winners here? In talking to dozens of people last week and over the weekend, they believe it’s clearly 495 Productions and CMT that will be cashing in mightily on exploiting both its cast and community in an “unrealistic” program.

Risking looking the fool, hotelier Julian MacQueen followed the lead of other businesses by passing on doing business with 495. He posted on the “Locals” Facebook page that he canceled \$1 million worth of hotel rooms for the production company, which may have been the tipping point that sent them packing.

A source in the know confirmed on Monday organizers are scrambling to find a new location far away from the town that does not want them.

On the note of social change: I also witnessed a glimmer of what could be an attitude shift in the wind while watching the Oscars with my high-school-aged daughter, who was following reactions to the show with her peeps on the social media site Tumblr.

I found that surprising and refreshing. Hey, TV industry, are you paying attention?

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