

PLAINSPOKEN

****FOR IMMEDIATE RELEASE****

**GROUNDBREAKING FILM EXPLORING THE COMPLEX LEGACY OF PLAINS,
GEORGIA – AND ITS MOST FAMOUS RESIDENT JIMMY CARTER – SET TO
PREMIERE ON GEORGIA PUBLIC BROADCASTING SEPTEMBER 23**

*“Plainspoken” Commemorates the 100th Birthday of the 39th President of the
United States*

Atlanta, GA – September 19, 2024 – Georgia Public Broadcasting and PBS.org are proud to announce the world premiere of *Plainspoken*, a poignant and thought-provoking film directed by first-time filmmaker Andrew Greer. The film will premiere on broadcast television throughout the state of Georgia and streaming around the world on September 23, 2024, offering an in-depth exploration of Plains, Georgia's dual legacy—one of deep historical significance and ongoing conversations about race and class.

With a population of just over 700 people, Plains is known for its traditional Southern values of family and farming. The town is also famous as the birthplace and lifelong home of the 39th President of the United States, Jimmy Carter, and his wife, former First Lady Rosalynn Carter. Known affectionately by locals as “Mister Jimmy” and “Ms. Rosalynn,” the Carters have dedicated their post-presidential lives to advocating for human rights and global peace from their rural haven. However, this charming rural whistlestop is also a place marked by a troubled history of racial segregation and division.

In his directorial debut, Andrew Greer, a resident of Plains, brings a uniquely personal perspective to this story. Through a compelling narrative and cinematic visuals, Greer reveals how the town's social fabric has been influenced by its Deep South past, from the era of racial segregation and prejudiced church policies to the evolving dynamics of a community deeply impacted by the Carters' progressive stance on civil rights. *Plainspoken* asks profound questions

about identity, segregation, and reconciliation of a town where living separately often seems to equate to living divided.

“The story of Plains is a reflection of broader American themes of race, politics, and morality,” says Greer. “Through this film, I hope to offer viewers an authentic and nuanced portrayal of a community that embodies both profound historical achievements and ongoing struggles. It’s a deeply personal project that seeks to understand how a place so deeply tied to ideals of justice and equality continues to face challenges of division, and through those challenges is discovering hopeful realities of togetherness and unity.”

Adding to the film’s significance, *Plainspoken* is produced by Dace & Mohr, a woman-owned production company founded by April Dace committed to telling impactful and authentic stories, and Narrative Productions’ Chris Cameron who also served as cinematographer and editor.

“In many ways, GPB serves as Georgia’s storyteller by presenting content that engages our audiences and encourages a deeper look into our communities and the lives of Georgians,” said GPB CEO Bert Wesley Huffman. “The film *Plainspoken* is an important tool in learning more about the life of former President Jimmy Carter and the place he calls home.”

The film will be available for streaming on GPB.org, PBS.org , and the PBS Video App, following its broadcast debut on Georgia Public Broadcasting.

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About Andrew Greer

Having grown up inside the storied landscapes of rural Texas and now living among the folklore found along the backroads of Southwest Georgia, storytelling has always been Andrew Greer’s “thing.” From his first passion and continued profession in songwriting, to journalism, writing, podcasting, and most recently directing, Andrew thrives on mining the fodder of everyday living for the uncommon stories that fuel extraordinary films. His debut film, "Plainspoken," offers a personal and insightful look into his adopted hometown of Plains, reflecting both its historical significance and its contemporary social challenges.

About Dace & Mohr

Dace & Mohr is a WOSB (Woman-Owned Small Business) certified production company with two Emmy Awards, specializing in high-quality video content for film, television, and digital platforms. With a passion for storytelling and a focus on impactful narratives, Dace & Mohr collaborates with a range of clients—from major brands to non-profit organizations—to create visually compelling and socially conscious projects.

About Georgia Public Broadcasting

As one of the largest PBS stations in the nation, Georgia Public Broadcasting (GPB Media), has been creating content worth sharing for over 60 years. With nine television stations, 20 radio stations and multi-faceted digital and education divisions, GPB strives to educate, entertain and enrich the lives of our viewers and listeners with programming that includes statewide radio news, current affairs, high school sports, educational resources for teachers and students and enlightening programs about our state like *A Fork in the Road*, *Peach Jam*, *View Finders*, *Georgia Outdoors* and more. For more information, visit www.gpb.org.

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