

ARTICLE



The Art of Appealing MPAA Film Ratings

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The box-office impact of a film can be significantly affected by an overly restrictive rating. This article addresses the steps available to filmmakers and distributors when a film they plan to release receives a rating they believe has been incorrectly accorded a more restrictive rating than deserved. While an unwanted rating cannot always be avoided, The Weinstein Company's successful appeal of the NC-17 rating initially applied to the acclaimed film *Blue Valentine* shows that there are measures that can be taken to try to change the rating.

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