**Unit 2 Part Two Test Review
Campaigns, Elections & Media**

* Be familiar with ALL the Vocab & Concepts listed on your Unit II Key Terms sheet and located in chapters 7, 9 and 10
* Also be able to describe the following
	+ Federal Communications Commission
	+ State level direct legislation
	+ Nomination of presidential candidates
	+ Initiative petition
	+ McGovern-Fraser Commission
	+ Significance of the election of 1800
	+ Publicly owned vs. privately owned media
	+ The impact of the internet on campaigns
	+ Trial balloons and their impact on campaigns
	+ What was the highest point of voter turnout in history?
	+ The Presidential Election Campaign fund
	+ The most common reason people don’t vote
	+ Media Bias
	+ McCain-Feigngold Act
	+ Political efficacy
	+ Selective perception
	+ Establishment and purpose of the Electoral College
	+ Evolution of campaigns over time
	+ Significance of Vietnam & Watergate on media/politicians
	+ Changes to news coverage since 1960
	+ Election of 1896
	+ Equal Time Rule
	+ Consequences of narrowcasting
	+ Significance of super delegates
	+ “minimal effects hypothesis”
	+ frontloading
	+ Motor Voter Act of 1993

**FRQ STUDY GUIDE**

* Electoral College
	+ Describe the electoral college and what “winner-take-all” means
	+ How does the Electoral College system affect how presidential candidates run their campaigns?
	+ What effect does the winner take all system have on 3rd party candidates?
	+ What are the reasons we still have the Electoral College?
* Campaign Finance Reform
	+ Know the following reform proposals and arguments for/against them
		- Eliminating soft money
		- Limiting independent expenditures
		- Raising limits on individual contributions