**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