

## LECTURE QUESTIONS (OWNERSHIP)

1. Vocabulary
  - a. Duopoly
  - b. Crossownership
  - c. Utopia/Dystopia
  - d. Edify
  - e. Homologous
  - f. Reify
  
2. Define Pluralism vs. Monism
  - a. Who was William James?
    - i. How did James envision pluralism as an ideal as opposed to a tolerance of others?
  - b. Who was Isaiah Berlin?
    - i. How did he characterize monism?
  
3. What are some examples of our attempts to reify pluralism in U.S. society?
  - a. How do the following demonstrate attempts to reify pluralism in broadcasting?
    - i. the Great Lakes Statement
    - ii. the FCC Blue Book
    - iii. Ascertainment
    - iv. Sanders Brothers case.)
  - b. What is the dilemma in broadcasting between plurality of voices/diversity and profitability?
  
4. What is a combo? An MSO?
  - a. What are the present limitations on national cable system ownership?
  
5. What is an LMA, LPTV and LPFM?
  - a. What LPTV's and LPFM's intended to accomplish?
  
6. What are the post-1996 Local and National caps for TV, radio and cable?
  - a. network ownership?
  - b. crossownership among various media (TV, newspaper, cable, network, radio)?
  - c. In general, how does market size determine local radio caps?
    - i. What are the national caps for radio ownership?
  - d. How did 1996 change local TV duopoly rules?
  - e. What is the present national TV cap?
  
7. What two specific programs did the FCC institute to advantage minorities and/or women?
  - a. What specific provisions in the Auction Initiatives of 1993 were intended to

accomplish this?

- b. Who specifically were Distress Sales intended to advantage?
  - i. Basically how did they originally work? What were the basic provisions?
- c. Understand the Strict Scrutiny Test arising from the Adarand case (1995) and what this meant to both Distress Sales and those Action Initiatives.