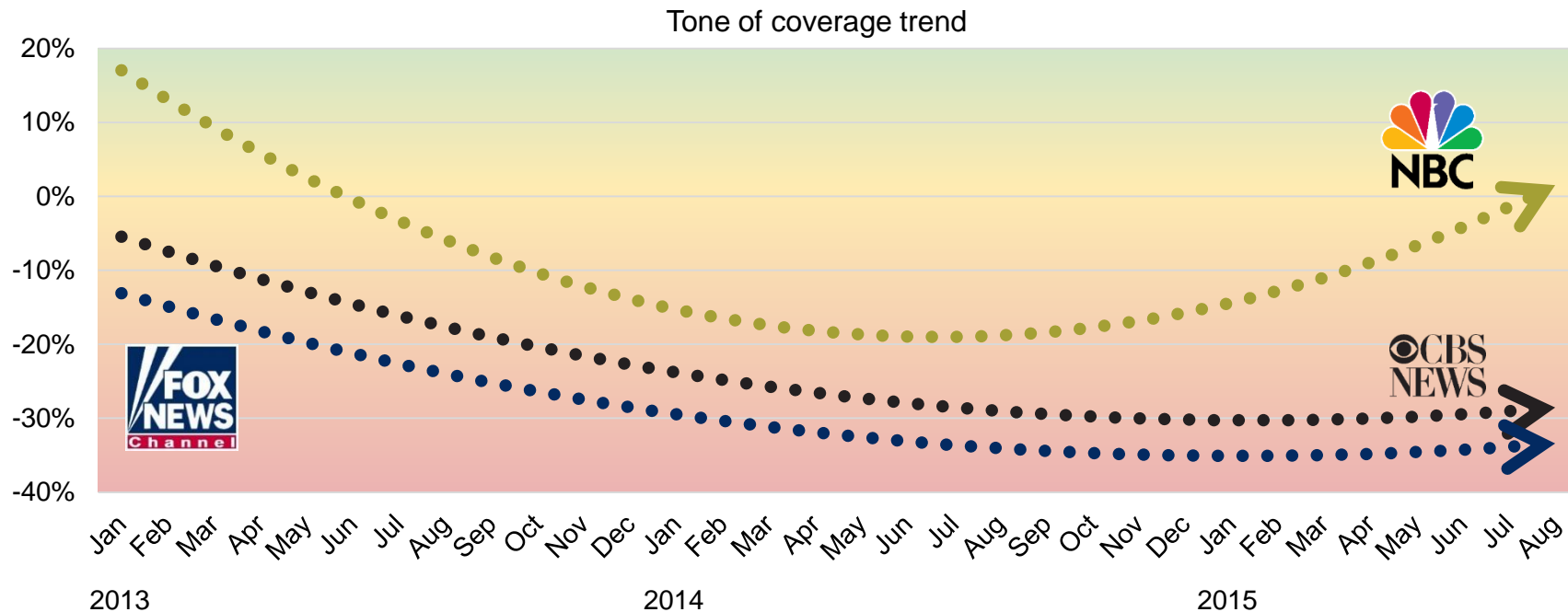


NBC returns to neutral coverage as others grow more negative



Tone of coverage on Fox News and CBS, which have the oldest average viewership*, has declined on an ongoing basis since 2013, suggesting the expectations of the audience may play a role in coverage tone.