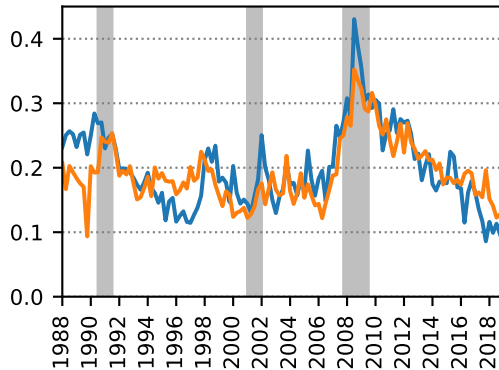
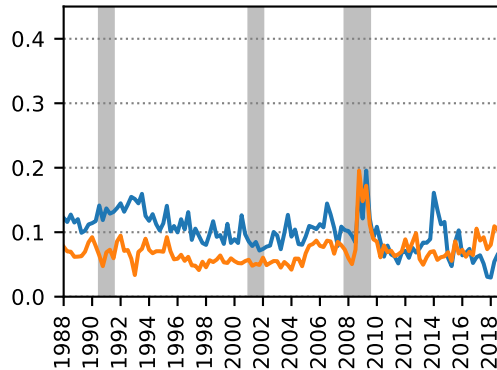


fraction of news coverage

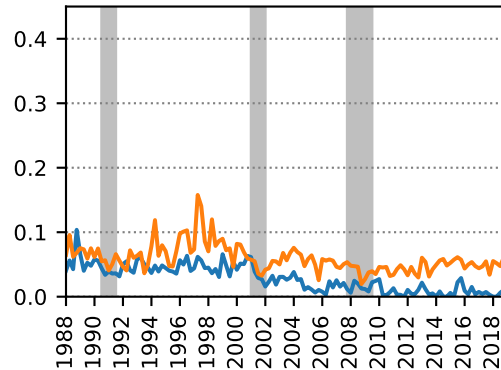
F.I.R.E.



Motor Vehicles



Food & Kindred Products



— Company-Based Definition — N-Gram-Based Definition