Here is what my features looked like...

'data.frame': 6532 obs. of 12 variables:  
$ NewsDesk : Factor w/ 15 levels "","Business",..: 2 3 2 2 11 11 11 11 9 3 ...  
$ SectionName : Factor w/ 17 levels "","Arts","Business Day",..: 4 2 3 3 5 5 5 5 10 2 ...  
$ SubsectionName: Factor w/ 24 levels "","Arts","Asia Pacific",..: 5 2 6 6 9 9 9 9 14 2 ...  
$ WordCount : num 508 285 1211 1405 181 ...  
$ dow : Factor w/ 7 levels "Friday","Monday",..: 2 2 2 2 2 2 2 2 2 2 ...  
$ tod : int 22 21 21 20 18 18 18 18 17 16 ...  
$ isQ : Factor w/ 2 levels "no","yes": 1 1 1 1 1 1 1 2 1 1 ...  
$ isBoring : Factor w/ 2 levels "no","yes": 1 1 1 1 2 1 1 1 1 1 ...  
$ isNotBoring : Factor w/ 2 levels "no","yes": 2 2 2 2 1 2 2 2 1 1 ...  
$ wordP : num 1.21 1.25 0 0 0 ...  
$ ppd : int [1:6532(1d)] 84 84 84 84 29 29 29 29 29 29 ...  
..- attr(\*, "dimnames")=List of 1  
.. ..$ : chr "2014-09-02" "2014-09-02" "2014-09-02" "2014-09-02" ...  
$ Popular : Factor w/ 2 levels "0","1": 2 1 1 2 2 2 1 2 2 1 ...

Rather than create features for each word or phrase, I ganged them together into three variables. isBoring = yes if the article headline or abstract contains a word or phrase associated with unpopular articles and isNotBoring = yes for popular articles. wordP is a numeric measure of the popularity associated with selected words in the article headline and abstract.

I used a function to generate lists of words along with the mean popularity of articles containing that word and how many times it appears in the training data and how many times it appears in the test data. I looked for words in this list that have either low or high popularity, occur frequently in the test data, and appear often enough in the training data to give confidence in the mean popularity.

One other item of possible interest. I noticed a correlation between the number of posts per day and the mean popularity of posts for that day (~-0.76) so I included posts per day as a feature.

That's right. Sourcing the script just defines a bunch of functions. You make anything happen you have to call those functions from the console. So to make a submission I would typically do this...

buildData()

makeModels()

makePredictions()

ekfold()

makeSubmission()