



2015 Editing and Digital Internship Program Controlled Exercise

Fund Use: Score _____

Please Print Clearly

Applicant's Name _____ **Email Address** _____

College/University _____ **Phone Number ()** _____

Name and Title of Monitor _____ **Phone Number ()** _____

Monitor's Address _____ **City** _____ **State** _____ **ZIP** _____

Monitor's Email Address _____ **Date Exam Given** _____ / _____ /2014

Applicant's statement: I have applied for/plan to apply for an internship at www.newsfund.org **Yes** **No**

INSTRUCTIONS

Please read these instructions before beginning.

The four-page test has a one-hour time limit. It consists of four parts for a total of 100 points: Part 1, grammar; Part 2, current events; Part 3, digital knowledge and Part 4, editing and headline writing. Answers must be written on the test. Test-takers are permitted to have only blank paper, pens and pencils. The exercise will test editing knowledge and skills, assess news judgment and ability to meet a deadline. Traditional headlines should be written in the spaces provided in Part 4 and each line, including spaces, should not exceed the total count. Count each character as one unit.

For example, the traditional headline would have the following count: Editing Test Called Easy (24 units).

SEO headlines should be written on the line indicated.

Edit the stories for spelling, grammar and usage errors as well as contradictions and/or gaps.

Do not begin the test until you have been instructed to do so by the monitor.

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PART 1 — Grammar and Usage: Underline the correct choice in each example.

1. **Every one / Everyone** should have the right to free expression.
2. The reporter was **eager / anxious** that the truth would finally be published.
3. The treasurer **disbursed / dispersed** the refund to the client once she reviewed the receipts.
4. Scholarly experts often **elude / allude** to academic studies the general public doesn't understand.
5. The missionaries dispensed **tracts / tracks** along with meals and medical care.
6. A child has **less / fewer** opportunities to be adopted once he reaches 14.
7. Several people became **nauseated / nauseous** after breathing the fumes.
8. It's old-fashioned courtesy to respond, "**You're / Your** welcome" when someone says "Thank you."
9. An engineer hopes to build a supersonic business jet, which can fly faster **then / than** the speed of sound.
10. The new hire was given free **reign / rein** to redesign the newsletter.

PART 2 — Current Events: Write the correct answer in the blank space.

1. Forty years ago Richard M. Nixon became the first U.S. President in history to _____.
2. More than 300 died, most of them school children, when their ferry sank off the coast of _____.
3. _____ Airlines lost two passenger planes in a single year, one of which was shot down over _____.
4. An outbreak of the _____ virus has killed more than 1,200 people in west Africa.
5. The U.S. military returned to _____, carrying out airstrikes to fight Islamic State insurgents.
6. Israel bombed _____ in retaliation for rocket launches against it by _____.
7. Weeks of protests and riots followed the fatal police shooting of a teenager in _____.
8. Actor and comedian _____ died of an apparent suicide at his home near San Francisco.

PART 3 — Digital Knowledge: Underline, write or check the best answer.

1. SEO stands for:
 - a. search engine optimization
 - b. search engine orders
 - c. search ease overture
 - d. search easy organization
2. Traditional editing skills such as following basic grammar rules are not important for Web editing. **True** _____ **False** _____
3. Headlines written for the Web
 - a. should follow exactly the same guidelines as print headlines.
 - b. can be as long as possible because space is not an issue online.
 - c. should be specific and direct because many readers find stories via search engines.
 - d. do not need to use standard punctuation.
4. Adding hyperlinks to a story
 - a. can provide context and background.
 - b. should never take readers to a different publication.
 - c. is not recommended because readers never click on them.
 - d. is difficult and must be done by a coding expert.
5. Web readers don't expect accuracy because they know news changes quickly and can be corrected easily. Being first with information is often more important than being right. **True** _____ **False** _____
6. Data visualization and infographics are different terms for the same thing. **True** _____ **False** _____
7. A content aggregator is _____
8. What does CMS mean? _____
9. HTML stands for _____
10. What does click bait refer to? _____

PART 4 — Editing and Headline Writing: Edit the following story and explain your edits below the story. Write a headline that has one line with a maximum character count of 35 units. Also write an SEO headline.

SEO _____

RALEIGH, N.C. (August 18, 2014) -- Family Dollar Stores Inc. rejected a \$9 billion, all-cash takeover offer from Dollar General Corp, pointing to antitrust concerns and reaffirming its support for its deal with smaller rival Dollar Tree Inc.

Family Dollar's agreement with Dollar General, reached late last month, is worth about \$8.5 billion in cash and stock, or \$74.50 a share. Family Dollar shares fell slightly to \$79.64 in Thursday's session, still above Dollar General's offer of \$78.50, indicating investors expect the fight to drag on.

"Our board reviewed, with our advisers, all aspects of Dollar General's proposal and unanimously concluded that it is not reasonably likely to be completed on the terms proposed," chairman and chief executive officer Howard R. Levine said.

Dollar General, the largest of the three dollar stores, said it was disappointed in the board's conclusion and offered to share their antitrust analysis, showing it expects to be able to complete the deal.

The battle over Family Dollar, the second-largest chain, has come as so-called dollar stores have performed with relative strength compared with the rest of the retail sector, which has been consolidating as customer traffic increases and online competition grows.

Dollar General had said it would divest itself of 700 stores after a potential merger with Family Dollar to satisfy regulatory concerns. A combination of Dollar General and Family Dollar would have about 20,000 stores in 46 states, with sales of more than \$28 billion, Dollar General has said.

"Given the significant antitrust issues involved with Dollar General's proposal, we will not jeopardize the Dollar Tree deal for a transaction with Dollar General that has a high likelihood of not closing due to antitrust considerations," Trian co-founder and partner Ed Garden said in Family Dollar's release Thursday.

A person close to the negotiations said there was more to the rejection than antitrust concerns.

PART 4 — Editing and Headline Writing: Edit the following story and explain your edits below the story. Write a one-line headline with a maximum character count of 44 units. Also write an SEO headline.

SEO _____

COLOGNE, Germany—For years, Gamescom — one of the world's biggest annual trade exhibitions for digital gamers—has been a man's world. But games developers now are increasingly targeting a growing community of female gamers, as a way of boosting an industry expected to generate sales of \$100 billion this year.

"We see a big and fast increase in female players, over all genres," said Fredrik Rundqvist, a games producer at Ubisoft SA's Massive Entertainment studio.

Ubisoft ran into controversy earlier this year when it scrapped the option to play as a female character in its coming Assassin's Creed Unity game—an action game set in Paris during the French Revolution—slated for release this fall. That decision—the company said including women characters would take too much production work—caused a backlash. Ubisoft, however, has introduced a female character — albeit a nonplaying one — into the game, and has told media future titles will feature more diverse lead characters, without giving specific examples.

Female gamers made up about 48 percent of the game-playing public in the U.S. this year, according to a report recently published by the Entertainment Software Association, a U.S. game industry trade group. That is up sharply from 46.5 percent in 2010.

A recent survey from Nielson Holdings, a U.S. consumer research company, concluded that women gamers in the U.S. are most likely to play games on personal computers, mobile devices and Nintendo's Wii console. In fact, U.S. women are more likely than U.S. men to play on the Nintendo Wii, Nielsen said, while they are equally likely as men to play games on Apple devices.

"[Many] women who previously only gamed with their families are now embracing gaming as an individual leisure activity as well," said Nicole Pike, a Nielsen analyst.

There is still a lot game publishers can do to attract women gamers. "I think our team is very conscious to make sure that the female pilots are as cool as male pilots," said Abbie Heppe, a community manager for Titanfall, a game developed at Respawn Entertainment.

"It would be weird if they were caricatures wearing bikinis, because they are fighting on a battlefield," she said.

FINAL INSTRUCTIONS: When you have finished or when time runs out, return this exercise to your monitor. The monitor's signature will certify that the exercise was completed within the 60-minute period. The monitor must mail your completed exercise postmarked by Nov. 3, 2014, to the Dow Jones News Fund, PO Box 300, Princeton, NJ, 08543-0300.

Signature of Monitor Date _____



ANSWER KEY 2015 Editing and Digital Internship Program Controlled Exercise

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INSTRUCTIONS

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Answers must be written on the test. Test-takers are permitted to have only blank paper, pens and pencils. The exercise will test basic copy editing skills, assess news judgment and ability to meet a deadline.

The headlines should be written in the spaces provided in Part 5. Each line of the headlines should be no more than FOUR units short and must not exceed the total count. Don't forget to leave a space between words. Count each character (from a comma, to a capital W, to a space) as one unit. For example, the headline below would have the following counts:

Editing Test (12 units)

Called Easy (11 units)

For the editing component, you should look for spelling, grammar and usage mistakes, as well as contradictions and/or gaps in the stories.

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Part 1—Grammar and Usage: Underline the correct choice in each example. (20 Points)

1. **Every one / Everyone** should have the right to free expression.
2. The reporter was **eager / anxious** that the truth would finally be published.
3. The treasurer **disbursed / dispersed** the refund to the client once she reviewed the receipts.
4. Scholarly experts often **elude / allude** to scholarly works the general public doesn't understand.
5. The missionaries dispensed **tracts / tracks** along with meals and medical care.
6. The child has **less / fewer** opportunities to be adopted once he reached 14.
7. Several people became **nauseated / nauseous** after breathing the fumes.
8. It's old fashioned courtesy to respond, "**You're / Your** welcome" when someone says "Thank you."
9. An engineer hopes to build a supersonic business jet, which can fly faster **then / than** the speed of sound.
10. The new hire was given free **reign / rein** to redesign the newsletter.

Part 2—Current Events: Provide the correct answer in the blank space. (10 points)

1. Forty years ago Richard M. Nixon became the first U.S. president in history to resign .
2. More than 300 died, most of them school children, when their ferry sank off the coast of South Korea .
3. Malaysia Airlines lost two passenger planes in a single year, one of which was shot down over Ukraine .
4. An outbreak of the Ebola virus has killed more than 1,200 people in west Africa.
5. The U.S. military returned to Iraq, carrying out airstrikes to fight Islamic State insurgents.
6. Israel shelled Gaza in retaliation for rocket launches against it by Hamas .
7. Weeks of protests and riots followed the police shooting of an unarmed teenager in Ferguson, Mo. .
8. Actor and comedian Robin Williams died of an apparent suicide at his home near San Francisco.

Part 3—Digital Knowledge: Underline, fill in or check the best answer (20 points)

1. SEO stands for:
 - a. search engine optimization
 - b. search engine orders
 - c. search ease overture
 - d. search easy organization
2. Traditional editing skills such as following basic grammar rules are not important for Web editing. True False x
3. Headlines written for the Web
 - a. should follow exactly the same guidelines as print headlines.
 - b. can be as long as possible because space is not an issue online.
 - c. should be specific and direct because many readers find stories via search engines.
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 - a. can provide context and background.
 - b. should never take readers to a different publication.
 - c. is not recommended because readers never click on them.
 - d. is difficult and must be done by a coding expert.
5. Web readers don't expect accuracy because they know news changes quickly and can be corrected easily. Being first with information is often more important than being right. True False x
6. Data visualization and infographics are different terms for the same thing. True False x
7. A content aggregator is an individual, organization or application that gathers web content from different online sources
8. What does CMS mean? Content Management System
9. HTML stands for Hypertext markup language
10. What does click bait refer to? Online content designed to entice readers to click without giving much information

Part 4--Editing and headline writing: Edit the following story, explaining your edits below the story. Write a headline that has one line with a maximum character count of 35. Also write an SEO headline.

TRADITIONAL HED - FAMILY DOLLAR REJECTS TAKEOVER DEAL (10 pts)

SEO HED - DOLLAR STORES BATTLE OVER RIVAL (5 pts)

(10 pts for story)

RALEIGH, N.C. (August 18, 2014) -- Family Dollar Stores Inc. rejected a \$9 billion, all-cash takeover offer from Dollar General Corp, pointing to antitrust concerns and reaffirming its support for its deal with smaller rival Dollar Tree Inc.

Family Dollar's agreement with **Dollar General**, reached late last month, is worth about \$8.5 billion in cash and stock, or \$74.50 a share. Family Dollar shares fell slightly to \$79.64 in Thursday's session, still above Dollar General's offer of \$78.50, indicating investors expect the fight to drag on.

"Our board reviewed, with our advisers, all aspects of Dollar General's proposal and unanimously concluded that it is not reasonably likely to be completed on the terms proposed," chairman and chief executive officer Howard R. Levine said.

Dollar General, the largest of the three dollar stores, said it was disappointed in the board's conclusion and offered to share **their** antitrust analysis, showing it expects to be able to complete the deal.

The battle over Family Dollar, the second-largest chain, has come as so-called dollar stores have performed with relative strength compared with the rest of the retail sector, which has been consolidating as customer traffic **increases** and online competition grows.

Dollar General had said it would divest itself of 700 stores after a potential merger with Family Dollar to satisfy regulatory concerns. A combination of Dollar General and Family Dollar would have about 20,000 stores in 46 states, with sales of more than \$28 billion, Dollar General has said.

"Given the significant antitrust issues involved with Dollar General's proposal, we will not jeopardize the Dollar Tree deal for a transaction with Dollar General that has a high likelihood of not closing due to antitrust considerations," Trian co-founder and partner Ed Garden said in Family Dollar's release Thursday.

A person close to the negotiations said there was more to the rejection than antitrust concerns.

1. Abbreviate August in dateline
2. Family Dollar has an agreement with Dollar Tree in the lede and in the rest of the story, change or check
3. Its instead of their
4. Decreases not increases
5. Delete worthless sentence attributed to unnamed source.

(Turn page for continuation of part 4)

Part 4--Editing and headline writing: Edit the following story, explaining your edits below the story. Write a one-line headline a maximum character count of 44 units. Also write an SEO headline.

TRADITIONAL HED - ADULT FEMALE GAMERS OUTNUMBER MALES UNDER 18 (10 pts)

SEO HED - WOMEN MAKE UP ALMOST HALF OF TODAY'S GAMERS (5 pts)

(10 pts for story)

OLOGNE, Germany—For years, Gamescom — one of the world's biggest annual trade exhibitions for digital gamers—has been a man's world. But games developers now are increasingly targeting a growing community of female gamers, as a way of boosting an industry expected to generate sales of \$100 billion this year.

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"If they were **charicatures** wearing bikinis, that would be weird, because they are fighting on a battlefield," she said.

1. **albeit**
2. **an increase of 1.5 percent is not up sharply**
3. **Nielsen**
4. & 5. **caricatures; remove comma after weird**

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