



Vital Signs

The Pulse of the People

The Official Student Publication of Velez College

COPYWRITER ENDORSEMENT AND TURNOVER GUIDE

Vital Signs: The Official Student Publication of Velez College, Inc.
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A Note on the Delay: Sincere Apologies

Mia, first of all, I am so sorry for giving you this copywriting turnover and endorsement guide late after promising it for so long! Med school has been so hectic man gud huhu. It took me a while to get this all written down properly, but now it is finally here: comprehensive, practical, and ready for your term.

Start here: this is your working handover for the Vital Signs Copywriter role. Your job is simple: make sure everything we publish actually makes sense, reads well, and tells the truth. Writers will hand you drafts that look fine on the surface but turn out to be pure AI fluff, full of made-up details, or missing the venue entirely. Don't just fix commas and call it a day. Verify the facts, check the spelling of names against official lists, rewrite broken sentences, and protect our credibility. Everything published reflects on us.

Keep this .docx file safe. I am intentionally turning this over to you in fully editable Word format so that you never have to reinvent the wheel. When your term wraps up, you won't have to build a turnover guide from scratch. Open this .docx, update the examples, add your batch's stories and lessons, and pass it down directly to the next copywriter after you.

1. The Copywriter's Role: What You Actually Do

The Copywriter sits on the Editorial Board as the final filter before an article or caption goes public. Once a typo or false quote goes live, apologizing just looks careless. You are the active guardian of accuracy, clarity, and voice, not a passive observer or a human spell-checker. You have the authority to rewrite clunky paragraphs, cut out wordy filler, fix broken logic, ask writers for proof when something sounds made up, and send bad drafts back for a fresh take if they are not ready.

Core Types of Copywriting at Vital Signs

At Vital Signs, copyreading covers four distinct types of work. Each has its own rules and deadlines:

Editorial Role	What They Handle	What They Hand Over	Who Has Final Say
Copywriter (Copyreading)	Line editing, fact-checking, voice consistency, headline fixes, and caption proofing.	Clean edited drafts, verified social captions, and approved PDF layout proofs.	Final say on grammar, syntax, quotes, and house style. Full authority to order rewrites or hold publication if facts are unverified.
Editor-in-Chief (Executive Lead)	Overall publication direction, institutional coordination with OSSA, final press clearance, and editorial policies.	Editor's notes, official statements, and final sign-offs on page spreads.	Final clearance to publish. Decides coverage angles and handles sensitive campus policy matters.
Section Heads (News & Features)	Story assignments, deadline tracking, writer guidance, and managing writer beats.	Raw writer drafts, beat outlines, background notes, and writer status updates.	Manages writer assignments and initial drafts. Cannot override copywriter corrections on grammar or facts.
Creative & Layout (Graphics & Photo)	Visual design, page layout in Canva/InDesign, photo editing, and social pubmats.	Laid-out PDF spreads, social pubmats, photo essays, and graphics.	Controls visual layout. Strictly prohibited from cutting, shortening, or altering copyedited text without copywriter approval.
Social Media Head (Social Media Team)	Posting schedule, platform timing, previewing captions on mobile, and student interactions.	Published Facebook and Instagram posts, broadcast updates, and engagement tracking.	Controls posting schedule. Must publish copywriter-approved formatted text without unauthorized edits.

Fast Turnaround: Edit Early, Never Wait for the Deadline

Copywriting turnaround is fast. You do not have the luxury of sitting on drafts for days. As soon as a writer submits their draft, even if it is days before their official deadline, copywrite it immediately ('copywrite agad'). If you wait until the deadline, all 15 to 20 articles will pile up in your inbox at the exact same moment, right when the layout team is waiting on you to budget their spreads.

Social Media Workflow: Handling Captions in Messenger

For social media captions and urgent pubmats, the team will not send you formal Google Docs. They will simply message or ping you directly on Facebook Messenger with the raw text. Your job is to check the hook, verify dates and venues against the pubmat, apply the Unicode Fancy Text hierarchy, and send the clean copy right back immediately so the post can go live without delay.

Why You Should Also Write Articles

I highly recommend that you also write articles. Do not spend your entire term only editing other people's words. Pitching and writing your own news stories, feature pieces, or personal columns keeps your writing muscles sharp, puts your byline on the page, and reminds you what it actually feels like to be on the writer's side of an edit.

Types of Copywriting

Your work changes depending on the medium. A quick social media announcement requires a completely different approach than an in-depth newsletter article or a multi-page magazine spread. Here are the four distinct types of copywriting you will handle:

- 1. Newsletter & Print Layout Copyreading:** Focus on story flow, narrative pacing, and hard facts first. Check that the opening grabs the reader, the timeline is clear, and the 5 Ws are answered. Once layout builds the spread in Canva or InDesign, proofread the laid-out PDF line by line. Check headline fit, column breaks, and text boxes, and return edits quickly to the Writer Head so printing stays on schedule.
- 2. Social Media (Socmed) Copywriting & Captions:** Write sharp headline hooks that stop students scrolling on mobile feeds. Always draft and preview your captions in Facebook Messenger to check line wrapping before posting. Follow the house typography hierarchy via LingoJam Fancy Text: Bold Non-Serif for titles, Non-Bold Italic Non-Serif for verified quotes, and clean plain text for body copy. Always leave a space before an emoji, use #VitalSignsVC consistently, and ensure event dates, times, and venues match the pubmat exactly.
- 3. Magazine & Long-Form Copyreading:** Edit comprehensive annual retrospectives, creative writing folios, hospital folklore, and graduating batch tributes. Maintain a cohesive editorial voice across multi-page spreads. Ensure long-form investigative pieces balance depth with readability, and verify all student achievements and department profiles before going to press.
- 4. Visuals & Pubmats Checking:** Copyreading does not stop at text documents. Read every single word embedded inside a graphic at 100% scale, including subheads, dates, times, venues, sponsor logos, and fine-print footers. Inspect the official Pubmat Footer Banner or Photo Credit Watermark at actual posting size, and strictly enforce our visual integrity standard: zero fake, unverified, or AI-generated photos.

2. First Week Setup: Tools, Folders & Drive Access

During your first week, get your access and communication lines sorted before the semester picks up:

- 1. Google Drive Access:** Make sure you have full edit access to the active Vital Signs Drive folders right away: article submissions, social media caption sheets, and photo folders. If you only have view access, you'll waste hours asking for permission when a post needs to go up in twenty minutes.
- 2. The Editorial Board Tracker:** Sit down with the EIC and Managing Editor to confirm how articles will be tracked. When you finish editing a piece, mark it as Copyread so the layout team knows it is ready for layout. Keep one single tracker so nobody works off outdated drafts.
- 3. Messenger Group Chats:** Set up active chats with the News Head, Feature Head, Social Media Manager, and Layout Team. Breaking news and event updates move fast on campus; they will not wait for formal emails.
- 4. One Approved Clean Copy:** Make it clear across all sections that only ONE Google Doc is the approved clean edit. Layout artists should never pull text from unedited writer drafts or random scratch files.
- 5. Byline Credit:** Tell the board early on: every article or caption you edit carries your credit line: 'Copyedited by [Your Name]'. Copyeditors do heavy lifting behind the scenes. If you don't assert your byline, people will quietly leave it off.

3. How to Copyedit Articles: Direct Edits & Real Feedback

When a draft is sent to you or logged in the tracker, read through the whole thing once without touching a comma. Ask yourself: Does the opening grab you? Does the story actually go somewhere? Did the writer talk to real people, or did they string together empty adjectives to hit a word count?

In student publications, writers often write like they're trying to impress an English teacher or they let ChatGPT draft the piece. You'll see phrases like 'vibrant community', 'resounding success', or 'testament to hard work'. That is filler. Cut it out. Anchor the piece in real details: exact numbers, direct quotes from attendees, and specific campus moments.

In any real publication outside school, copywriters do not just leave vague comments. You edit directly. In Google Docs, use Suggesting mode or drop your clean copyedited version right below the draft so the writer can see what changed. Be direct, but explain why you changed things so your writers get sharper over time.

Platform / Tool	What It's Used For	What You Need to Do	What Usually Goes Wrong
Google Docs (Article Editing)	Reviewing newsletter and magazine articles.	Use Suggesting mode or place your copyedited version directly below the draft. Keep one clearly marked Clean Edited Version doc.	Layout artists copying text from rough writer drafts instead of the approved clean edit.
Facebook Messenger (Caption Preview)	Testing how social captions look on actual phone screens.	Paste and preview captions in Messenger before posting to catch weird line breaks, split titles, and awkward cutoffs.	Leaving unchecked line breaks that wrap headlines into three clunky fragments on mobile screens.
LingoJam (Fancy Text Tool)	Generating Bold Non-Serif and Italic Non-Serif Unicode text for social media.	Use Bold Non-Serif for headlines and Italic Non-Serif for verified quotes. Keep all body paragraphs in plain text.	Pasting entire paragraphs into fancy text, or using fancy cursive/serif fonts that turn into blank question mark boxes on older phones.
Canva / InDesign (Layout Proofing)	Visual design for newsletters, magazine spreads, and pubmats.	Compare the exported PDF proof line by line against the approved Google Docs text before giving clearance.	Layout artists cutting words, dropping sentences, or rewording titles to fit rigid text boxes without telling you.

Direct Feedback That Builds Better Writers

Leave constructive feedback that shows writers exactly what went wrong and how to fix it:

Lazy Comment (Avoid)	Specific Direction (Use)	Why This Helps the Writer
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Lazy Comment (Avoid)	Specific Direction (Use)	Why This Helps the Writer
Awkward phrasing here.	Rewrite in the active voice: put 'The student delegates' as the subject performing 'debated', instead of burying them in a passive clause.	Tells the writer the exact structural fix so they know what to do.
Fix grammar.	Subject-verb mismatch: the subject is 'The roster of clinical instructors', where 'roster' is singular. Change 'are' to 'is'.	Points out the exact grammatical rule so the writer doesn't repeat the mistake.
This sounds like AI.	Cut generic filler phrases like 'vibrant community' or 'inspiring journey'. Put in real details: exact attendance numbers and direct quotes from the event.	Removes empty buzzwords and forces the writer to do real reporting.
Too wordy.	Cut the wordy phrasing. Change 'owing to the fact that the examination was scheduled' to 'because the exam was scheduled'.	Shows how cutting extra words makes the sentence hit harder.
Headline looks weird.	This title is a fragment with no subject. Write 'Velez College Commences 58th Commencement Rites' so it has a clear actor and an active verb.	Stops broken phrases from passing as headlines.

Steps Before an Article Gets Published

No print folio or digital spread goes out without clearing these six stages:

Step	Stage Name	What Gets Checked	Who Signs Off
Step 1	Draft Submission	Initial draft submitted in Google Docs. Word count checked. Primary notes attached.	Writer & Section Head
Step 2	First Copyedit Pass	Story structure & facts: check story angle, narrative flow, and verify facts.	Copywriter
Step 3	Second Copyedit Pass	Line editing: grammar, sentence flow, punctuation, and house style.	Copywriter
Step 4	Copywriter Sign-Off	Article marked 'Approved Clean Edit' and handed over to Layout folder.	Copywriter
Step 5	Layout Proof Check	Proofread final PDF layout against the approved edit. Check margins, line breaks, and captions.	Copywriter & Layout Head
Step 6	Final Press Clearance	Check school policy and get Editor-in-Chief written sign-off before publishing.	Editor-in-Chief

Watch Out for Layout Drift:

When an article moves from Google Docs into Canva or InDesign, layout artists will often shorten headlines, tweak line breaks, or delete whole sentences to make the text fit inside a box. That is where new typos happen. Always proofread the final PDF layout against your approved clean edit before anything goes to print or gets published online. Never assume the layout artist copied the text without changes.

4. Fixing Clunky Sentences: Grammar, Syntax & Flow

Good reporting falls apart if the grammar is sloppy. Readers will dismiss an entire article if the lead sentence is broken. Keep an eye out for these five common trouble spots:

- 1. Tense Shifts:** Event recaps belong in the past tense. Use present tense only for enduring truths or direct quotes. Don't switch between past and present in the same paragraph.
- 2. Dangling Modifiers:** Opening clauses must attach to the person doing the action. 'After reviewing the article, the caption was uploaded' makes no sense because the caption didn't review anything. Put the person right after the comma.
- 3. Parallel Lists:** Keep items in a series in the exact same grammatical shape. Pair verbs with verbs and gerunds with gerunds. It makes headlines and leads sound clean and rhythmic.
- 4. Hyphens and Dashes:** Use hyphens (-) for compound words ('full-time duty'). Use en dashes (–) for dates and number ranges ('August 3–5, 2026'). Avoid em dashes. Use natural commas, colons, or parentheses instead.
- 5. Comma Splices:** Do not stick two full sentences together with just a comma. Either add a conjunction like 'and' or 'but', use a period, or break them into two crisp sentences.

Sentence Rewrites: Real Examples

Original Draft (What Writers Send)	Clean Edit	What Was Fixed and Why
The assembly was attended by more than 500 Velezian students who were excited for the school year to begin.	Over 500 Velezians filled the gym for the opening assembly.	Switched to active voice, eliminated redundant 'Velezian students', and cut wordy filler.
Owing to the fact that the typhoon caused flooding, the administration made the decision to cancel classes.	Because Typhoon Tino flooded surrounding streets, the administration canceled classes.	Replaced wordy 'owing to the fact that' with 'because', named the typhoon, and used active verb 'canceled'.
In order to successfully pass the examination, careful preparation is required by every student.	Students must prepare thoroughly to pass the exam.	Turned passive bureaucratic phrasing into a clean, direct sentence with a human subject.
The Dean along with the faculty members are going to be present at the ceremony tomorrow.	The Dean, along with the faculty members, will attend tomorrow's ceremony.	Fixed subject-verb agreement (singular 'Dean' governs 'will attend'), added commas around parenthetical phrase.
There was a presentation given by the student council regarding their upcoming projects for the semester.	The Supreme Student Council presented its semester project lineup.	Eliminated weak 'There was' opening, named the council properly, and used active verb 'presented'.

5. Subject-Verb Agreement: 12 Core Rules and Edge Cases

Subject-verb errors are an easy way to look careless in print. When a reader sees 'The roster of graduates are published', our credibility takes a hit. Writers mess this up because prepositional phrases or descriptive words get stuffed between the subject and the verb, hiding the real subject. Here are twelve situations you will see constantly:

- 1. Words Stuffed Between Subject and Verb:** Always find the main noun. Phrases like 'of the medical technologists' or 'in the laboratories' do not change the subject. Expressions like 'along with', 'as well as', or 'together with' do not turn a singular subject into a plural one. Mentally cross out the words between the subject and the verb. If the sentence sounds wrong without them, fix the verb.
- 2. Singular Pronouns That Sound Plural:** Words like 'each', 'everyone', 'someone', 'anyone', 'nobody', 'either', and 'neither' are singular. They take singular verbs, no matter what plural noun follows ('Each of the clinical instructors has submitted an evaluation', never 'have submitted'). Words like 'both', 'few', and 'many' are plural. For words like 'all', 'any', 'none', and 'most', look at what follows: uncountable stuff takes singular ('All of the research is verified'); countable items take plural ('All of the copywriters are here').
- 3. Either/Or and Neither/Nor Pairings:** With 'either... or' and 'neither... nor', match the verb to the noun closest to it. In 'Neither the Editor-in-Chief nor the copywriters were present', the verb matches plural 'copywriters'. In 'Neither the copywriters nor the Editor-in-Chief was present', the verb matches singular 'Editor-in-Chief'. Put the plural subject closer so it sounds more natural.
- 4. Sentences Starting with 'There' or 'Here':** 'There' and 'here' are never the subject of a sentence. The real subject comes after the verb. In 'There are three major revisions required', the subject is plural 'revisions', so you need 'are'. Look past the first word to find what is actually doing the action.
- 5. Group Nouns (Editorial Board, Committee, Faculty):** Vital Signs follows American English. When a group acts together as one body ('Editorial Board', 'committee', 'faculty', 'Student Council', 'staff'), use a singular verb ('The Editorial Board meets on Mondays'). If members disagree or act separately, don't use awkward British phrasing like 'The committee are divided'; write 'The committee members hold different opinions'.
- 6. Money, Time, and Measurements:** When an amount of money, a period of time, or a distance represents a single lump sum or duration, it takes a singular verb ('Five thousand pesos was set aside for pubmats', 'Three hours is needed for the exam'). If you are talking about individual physical bills, use plural ('Five crisp one-hundred-peso bills were handed out').

- 7. Fractions and Percentages:** Percentages and fractions take their verb from the noun that follows them. If you are talking about a singular group, use singular ('Forty percent of the student body has voted'). If you are talking about countable individuals, use plural ('Forty percent of the nursing seniors have finished their duties').
- 8. 'One of Those Who' vs. 'The Only One Who':** Look at what 'who' refers to. In 'The lead writer is one of the journalists who have never missed an error', 'who' refers to plural 'journalists', so use 'have'. In 'The lead writer is the only one of the journalists who has access to the CMS', 'the only one' isolates one single person, so use 'has'.
- 9. Subjects Modified by 'Each' or 'Every':** When subjects joined by 'and' have 'each' or 'every' in front of them, treat them as singular. 'Every writer, photographer, and layout artist was recognized at the gathering' is correct; 'were recognized' is wrong.
- 10. Names and Titles Ending in '-s':** Titles of publications, departments, or organizations that end in '-s' are still singular entities. 'Vital Signs' is the name of one student publication; write 'Vital Signs serves the student body', never 'serve'. The same goes for departments ('Arts and Sciences is hosting the event') and student organizations ('Strategos is recruiting volunteers', never 'are recruiting').
- 11. Don't Match the Verb to the Predicate:** The verb always agrees with the subject in front of it, never with the description that comes after. In 'The main challenge for new copywriters is unverified quotes', the subject is singular 'challenge', which takes 'is', even though 'quotes' is plural.
- 12. 'The Number' vs. 'A Number':** 'The number' refers to a specific single count, taking a singular verb ('The number of applicants has increased'). On the other hand, 'a number of' means several, taking a plural verb ('A number of candidates have passed'). Also remember: 'more than one [noun]' takes a singular verb ('More than one writer has missed the deadline').

Subject-Verb Agreement Examples from Velez Manuscripts

Here are twenty-two real sentences collected from Velez College drafts. Look at why each correction was made:

Draft Error	Correct Version	Why It Works
The roster of graduating medical technologists are finalized.	The roster of graduating medical technologists is finalized.	The true subject is singular 'roster'. The plural phrase 'medical technologists' in between does not change the singular subject.
The Dean, along with the clinical coordinators, are inspecting the ward.	The Dean, along with the clinical coordinators, is inspecting the ward.	Phrases introduced by 'along with' or 'as well as' are parenthetical and do not turn singular 'Dean' into a plural subject.
Each of the clinical instructors have submitted their evaluations.	Each of the clinical instructors has submitted an evaluation.	'Each' is strictly singular. It takes singular 'has' and a singular object ('an evaluation').
Neither the Editor-in-Chief nor the copywriters was present at press time.	Neither the Editor-in-Chief nor the copywriters were present at press time.	In 'neither... nor' pairings, the verb matches the closer noun. 'Copywriters' is plural, so use 'were'.
Neither the copywriters nor the Editor-in-Chief were present at press time.	Neither the copywriters nor the Editor-in-Chief was present at press time.	Because singular 'Editor-in-Chief' sits next to the verb, use 'was'. Place plural subjects closer to avoid awkward sounding sentences.
There is three major editorial revisions required on this draft.	There are three major editorial revisions required on this draft.	'There' is just a placeholder. The real subject is plural 'three major editorial revisions', requiring 'are'.
Here comes the representatives of the Medical Technology Department.	Here come the representatives of the Medical Technology Department.	The verb agrees with plural 'representatives', not the opening adverb 'here'.
The Editorial Board have decided to release a special sports edition.	The Editorial Board has decided to release a special sports edition.	In American English, collective nouns acting as one unit take a singular verb ('has decided').
The committee was divided in their opinions regarding the theme.	The committee members were divided in their opinions regarding the theme.	When people in a group disagree, insert 'members' so the plural verb 'were divided' makes natural sense.
Five thousand pesos were allocated for the printing of newsletter folios.	Five thousand pesos was allocated for the printing of newsletter folios.	A total sum of money functions as a single budget unit, taking singular 'was allocated'.
Three hours are required for students to complete the comprehensive exam.	Three hours is required for students to complete the comprehensive exam.	A period of time regarded as an unbroken duration takes singular 'is'.
Forty percent of the student body have registered for the assembly.	Forty percent of the student body has registered for the assembly.	Percentages take their number from the following noun. 'Student body' is a singular collective noun, taking 'has'.
Forty percent of the nursing seniors has completed clinical duties.	Forty percent of the nursing seniors have completed clinical duties.	Because 'seniors' is a plural count noun, the percentage takes plural 'have completed'.

Draft Error	Correct Version	Why It Works
The lead writer is one of the journalists who has never missed an error.	The lead writer is one of the journalists who have never missed an error.	In 'one of the [plural noun] who', the word 'who' modifies plural 'journalists', taking plural 'have'.
The lead writer is the only one of the journalists who have access to the publication drive.	The lead writer is the only one of the journalists who has access to the publication drive.	'The only one' singles out one person, making the subject singular, taking 'has'.
Vital Signs have served Velez College for over four decades.	Vital Signs has served Velez College for over four decades.	'Vital Signs' is the proper name of one publication. It takes a singular verb.
The primary challenge for junior copywriters are unverified audio quotes.	The primary challenge for junior copywriters is unverified audio quotes.	The verb agrees with the true subject ('challenge', singular), not with the plural complement 'quotes'.
The number of accredited student journalists have increased this semester.	The number of accredited student journalists has increased this semester.	'The number' refers to a single figure, taking 'has increased'. 'A number of' takes plural.
Biostatistics are required for all third-year Medical Technology candidates.	Biostatistics is required for all third-year Medical Technology candidates.	Academic subjects ending in '-s' (biostatistics, physics, ethics) are singular.
More than one contributing writer have failed to follow the quote guidelines.	More than one contributing writer has failed to follow the quote guidelines.	'More than one' modifies the singular noun 'writer', strictly governing singular 'has failed'.
Our faculty adviser and department chair have signed the publication clearance.	Our faculty adviser and department chair has signed the publication clearance.	When two titles refer to the exact same person holding both roles, use a singular verb.
One in four Velezian medical technologists work abroad after graduation.	One in four Velezian medical technologists works abroad after graduation.	The subject is the singular numeral 'One', taking singular 'works'.

6. Writing Strong Headlines: No Fragments, No Clickbait

The headline is the front door of your story. Most people on social media will only read the headline before deciding whether to open a link or read the caption. If the title is boring, confusing, or broken, nobody reads the article. As Copywriter, you have the final say on headlines across newsletters, magazines, and social media.

Print Headlines vs. Social Media Hooks

Headline construction changes depending on where the text lives:

- 1. Print & Newsletter Headlines:** Print headlines need to be clear, dense, and active: Subject + Action Verb + What Happened + Context. Omit little words like 'a' and 'the' where appropriate, and keep them punchy ('Velez College Commemorates 72nd Founding Anniversary'). Avoid passive phrasing that hides who did the action.
- 2. Social Media Hooks:** Social media hooks are the first one or two lines of a Facebook or Instagram post. They have to stop someone scrolling through their phone. Make them interesting without lying or hiding the point of the story before the 'See More' cutoff.

Fixing Broken Titles: The Velezchella Case

During turnover, a draft caption for Freshmen Orientation came in with the headline: '**Day 3: Ends with a Resounding Applause**'. I had to flag that immediately: the title is a fragment.

Why Fragmented Headlines Fail:

Why was 'Day 3: Ends with a Resounding Applause' rejected? Grammatically, 'Ends with a Resounding Applause' has no subject. Who ended? Did Day 3 end? Did the orientation end? Also, 'an applause' sounds awkward in English because applause is an uncountable noun. We fixed it by giving it a clear subject and active verb: '**VelezChella | Day 3: Freshmen Orientation Concludes with Student Triumph**'.

To make sure every title published under your watch is structurally sound, follow these four basic rules:

- 1. Always Have a Clear Subject:** Every headline must have a real subject doing the action. Never let a floating verb phrase ('Kicks off with excitement', 'Celebrates milestone') stand on its own.
- 2. Use Active Verbs Instead of '-ing' Labels:** Avoid participial label headlines ('Welcoming the New Students', 'Honoring the Topnotchers'). Participles act as descriptive labels rather than journalistic headlines. Convert them into active verbs: 'Velez College Welcomes Batch 2030', 'Vital Signs Honors August 2026 Topnotchers'.
- 3. Use Clear Category Delimiters:** When an article is part of a recurring campus event, structure the title cleanly: [Event Name] | [Specific Day or Part]: [Active Headline]. Example: '**VelezChella | Day 3: Freshmen Orientation Concludes with Student Triumph**'.
- 4. Make Sure It Makes Sense on Its Own:** A headline must make complete sense if read alone, such as in a phone notification or preview card. If a reader has to open the post just to figure out what the headline means, the headline failed.

Headline Formulas for Campus Journalism

Use these four reliable headline patterns across your assignments:

Story Type	Pattern	Example Headline	Why It Works
Campus News	[Subject / Institution] + [Active Verb] + [Milestone / Object] + [Venue / Context]	Velez College Confers Degrees on 650 Graduates at 58th Commencement Rites	Answers the 5 Ws directly. An active transitive verb drives clear movement.
Feature Article	[Grounded Hook], [Thematic Focus]: [Active Explanatory Subtitle]	Etched in Ink, Bound by Legacy: Vital Signs Honors the Unsung Hospital Shifts of Batch 2026	Creates genuine resonance while anchoring the story to a real graduating batch.
Opinion / Column	[Core Topic]: Why [Students / Faculty / Council] Must [Take Action]	The Pulse of the People: Why Student Welfare Must Anchor Clinical Training Policies	Takes a clear editorial stance on student welfare without partisan hostility.
Advisory	[CATEGORY ADVISORY]: [Specific Action Required] by [Exact Deadline] for [Target Group]	URGENT ADVISORY: Registration Closes Tonight for 58th Commencement Photo Packages	Eliminates confusion by front-loading the deadline and required student action.

Unicode Formatting via LingoJam Fancy Text

Facebook doesn't have built-in formatting tools, so we use the LingoJam Fancy Text Generator to give posts a clean visual hierarchy:

- 1. Main Headline:** Format strictly in Bold Non-Serif (such as **VELEZ COLLEGE COMMENCES...**). Maximum 1–2 lines. Keep capitalization consistent across the term.
- 2. Direct Quotations:** Format strictly in Italic Non-Serif (such as *“No matter what trials lie ahead...”*). Make sure quotes are verified word-for-word against recordings before italicizing.
- 3. Body Paragraphs:** Keep body text completely plain. Never use decorative script, gothic, or serif Unicode fonts in body paragraphs; they fail accessibility screen readers and turn into blank question mark boxes on older phones.
- 4. Limit Emojis:** Use emojis with restraint, maximum 1–2 per post, placed either in the title hook (such as 🎓, 🏆) or at the final call to action. Never scatter emojis across the middle of sentences.

Avoid Cheap Clickbait

Don't write clickbait. If your headline promises something, the article better deliver it. A good hook highlights genuine student stakes, verified achievements, or campus news without misrepresenting facts. Watch out for these five common pitfalls:

- 1. Vague Pronouns:** Avoid mysterious pronouns. Instead of 'They Finally Did It!', write 'Velez Cougars Clinch CESAFI Men's Basketball Championship'.
- 2. Exaggerated Hype:** Avoid forced excitement. Instead of 'The Most Shocking Announcement in Velez History!', write 'OSSA Announces Revised Clinical Uniform Guidelines for AY 2026–2027'.
- 3. Fake Panic:** Avoid synthetic alarms. Instead of 'Is Velez College in Danger?', write 'VCERT Conducts Campus-Wide Earthquake Preparedness Drill'.
- 4. Rhetorical Questions:** Avoid open-ended drama questions. Instead of 'Will Students Ever Recover From This?', write 'Nursing Seniors Face Grueling 12-Hour Ward Shifts Amid Final Exams'.
- 5. Missing the Point:** Don't bury the lead. Instead of 'Notice to All Students', write 'URGENT ADVISORY: Midterm Grade Encoding Closes Tonight at 11:59 PM'.

Real Headline Fixes from My Term

Review these real headline repairs from the Vital Signs turnover term:

Draft Headline	Corrected Headline	Story Type	What Was Broken
Day 3: Ends with a Resounding Applause (Turnover Draft: Velezchella)	VelezChella Day 3: Freshmen Orientation Concludes with Student Triumph	Campus News	Fragmented Title: The draft lacked a subject entirely. The copyedited title names the event and supplies a full sentence.
Commencement Rites (Draft)	Velez College Commemorates 58th Commencement Exercises at Waterfront Cebu	Campus News	Topic Label: A label is not a headline. The revised title specifies the institution, ceremony number, and venue.
Notice to all graduating seniors (Social draft)	ADVISORY: Registration Closes Tonight for 58th Commencement Photo Packages	Advisory	Vague Announcement: Lacked urgency. The revised title highlights the exact deadline ('Tonight') and target action.
You Won't Believe What Happened At Velezchella Day 1! (Clickbait submission)	OrgFair 2026 Kicks Off: SBOs and SSC Unveil Year-Long Student Initiatives	Student Life	Sensationalist Clickbait: Replaced cheap drama with verified reporting on student organizations and student councils.
Welcoming the Freshmen (Unfinished draft)	Velez College Welcomes Batch 2030 as Orientation Week Opens	Campus News	Dangling Gerund: Participles acting as headers lack punch. Converted to an active verb ('Welcomes') with batch name.
Legacy of Batch 2026 (Raw draft)	Etched in Ink, Bound by Legacy: Vital Signs Salutes the Graduates of Batch 2026	Batch Tribute	Flat Descriptive Label: Upgraded with a grounded metaphor paired with a clear, active institutional tribute.
Cougars Win Basketball Championship Against SWU (Raw draft)	Velez Cougars Clinch CESAFI Men's Basketball Title in Thrilling Overtime Final	Sports Beat	Flat Headline: Lacked tournament stakes. Upgraded with an active verb ('Clinch') and division details.
PT Day Celebration Was Held Today (Campus brief)	World PT Day: Physical Therapy Department Champions Mobility, Patient Rehabilitation	Department Event	Passive Voice: Saying an event occurred is empty reporting. Upgraded with thematic focus and clinical advocacy.

7. House Style Sheet: Spelling, Campus Names & Terms

Vital Signs follows standard American English for all original editorial copy. Fix British spellings, informal slang, and inconsistent institutional names before anything goes to layout.

American English Spelling Reference

British / Non-Standard Spelling	Vital Signs Standard	Editing Rule
acknowledgement / judgement	acknowledgment / judgment	Drop the silent 'e' in standard American journalistic prose.
advisor	adviser	Vital Signs follows Associated Press style: 'adviser' with 'er'.
cancelled / cancelling	canceled / canceling	Single 'l' in inflected verbs of American English.
centre / theatre	center / theater	Standard American 'er' spelling across all campus venues.
colour / honour / vigour	color / honor / vigor	Eliminate British 'ou' diphthongs across all text elements.
defence / offence	defense / offense	Use 's' instead of 'c' in sports and editorial coverage.
focused / focusing (as 'focussed')	focused / focusing	Single 's' in past and participial forms.
organise / analyse	organize / analyze	Use 'z' suffixes for verbal inflections.
practise (verb) / practice (noun)	practice (both)	Use 'practice' universally for noun and verb forms.
programme	program	Standard American spelling for academic and event schedules.
towards / backwards	toward / backward	Drop terminal 's' on directional adverbs.
while / whilst / amongst	while / among	Avoid old British variants in student reporting.

Campus Style Sheet & Institutional Names

Common Mistake	Correct Campus Term	How to Use It
Velezian students / Velezians students	Velezians	'Velezians' is already the noun for students of Velez. Never say 'Velezian students'.
Vital Sign	Vital Signs	The official legal publication name is plural; never drop the terminal 's'.
SSC / SBO / Org (unintroduced)	Supreme Student Council (SSC)	Spell out on first reference in articles; acronyms permitted thereafter.
Calling Strategos a debate club	Strategos	Strategos is the volunteer arm of the Supreme Student Council (SSC), not a debate club. Refer to it simply as 'Strategos'.
Valedictorian (college level)	Valedictory Speaker / Address	Velez College confers Latin honors; use 'delivered the Valedictory Address'.
August 5th, 2026 / Aug 5 2026	August 5, 2026	Spell out months in running text; do not use ordinal abbreviations ('th', 'st') with dates.
7:00 PM in the evening	7:00 p.m. / 7 p.m.	Eliminate redundant time markers; use lowercase letters with periods.
Bachelor of Science in Nursing graduate	BSN graduate / graduate of BSN	In long lists, use standard acronyms; in formal leads, spell out degree completely.
Cebu City Waterfront Hotel	Waterfront Cebu City Hotel	Verify official venue names against official hotel websites or event invites.
Alumni President (informal)	Alumni Association President	Spell out official leadership titles completely on first reference in formal coverage.

8. Social Media Captions: Formatting, Fonts & Fact-Checking

Social media is where most students see our work. A caption has to catch their attention right away while staying completely accurate.

Handling Captions in Messenger

In practice, the Social Media team or writers won't send you a formal Google Doc for everyday posts. They will chat you their draft caption directly in Facebook Messenger. Your job is fast turnaround: you copyread it right there in the chat. Tighten the hook, check dates and room numbers against the pubmat, apply Bold Non-Serif to the title and Italic Non-Serif to quotes using LingoJam, make sure there is a space before every emoji, add #VitalSignsVC, and include 'Copyedited by Mia Martinez'. Then send the clean version right back in the chat immediately so they can copy-paste and post without delays.

Post Section	Font / Style to Use	Length & Constraints	What to Watch Out For
Main Headline	Unicode Bold Non-Serif (LingoJam)	Maximum 1–2 lines. Complete sentence or active phrase.	Must answer Who and What immediately. No fragmented clauses.
Direct Quotations	Unicode Non-Bold Italic Non-Serif	Must be verified word-for-word against audio/video recordings.	Include full speaker name, Latin honor, degree program, and context.
Body Narrative	Clean Plain Text	2–3 paragraphs maximum. Direct, energetic sentences.	Answer 5 Ws and H within first two paragraphs. Past tense for past events.
Credits & Attribution	Plain Text / Title Case	Always include credit: 'Copyedited by [Your Name]'.	Credit writers, photographers, and layout artists accurately.
Platform Hashtags	Plain Text CamelCase	3–4 curated tags: #VitalSignsVC #VelezCollege #Commencement2026.	Keep tags clean. Never include punctuation marks other than underscores.

Real Social Media Caption Examples

Real Caption Examples: Here are three real caption examples published during our term that show how to format headlines, quotes, and body copy:

Model A: Commencement Exercises (Latin Honors & Valedictory Address)

VELEZ COLLEGE’S 58TH COMMENCEMENT RITES 🎓

“No matter what trials lie ahead, I know there is nothing we cannot handle. If we have survived these four years, then we can overcome whatever the future holds,” shared the BSN Valedictory Speaker during the Valedictory Address.

On July 24, 2026, Velez College celebrated its 58th Commencement Exercises at the Waterfront Cebu City Hotel, honoring the steadfast commitment of graduates who completed four years of academic and clinical training. As newly minted medical technologists, nurses, physical therapists, and occupational therapists take their oath, the Velezian community salutes their dedication to compassionate healthcare.

Copyedited by [Your Name]
#VitalSignsVC #VelezCollege #Commencement2026

Model B: Batch Tribute (Grounded Narrative)

Etched in Ink, Bound by Legacy

Every story has a beginning, but no legacy is built alone. Vital Signs honors the **Graduates of Batch 2026**, whose late-night duty shifts, clinical rotations, and commitment have shaped our student publication.

From hospital wards to campus libraries, your hard work leaves an imprint on the institution. As you step beyond campus into diagnostic laboratories and hospitals across the country, carry the Velezian spirit with integrity and purpose.

Copyedited by [Your Name]
#VitalSignsVC #VelezCollege #Legacy2026

Model C: Freshmen Orientation (Catching Made-Up Details)

VelezChella | Day 3: Freshmen Orientation Concludes with Student Triumph

As the final day of Velezchella unfolded on August 5, 2026, new Velezians learned what it means to be part of the community. In an energetic culmination, our Student Body Organizations (SBOs), Strategos, and the Supreme Student Council (SSC) welcomed the newest batch of students.

From academic briefings to organizational showcases, the stage is set for the upcoming school year. Welcome home, Velezians!

Copyedited by [Your Name]
#VitalSignsVC #Velezchella2026 #VelezCollege

9. Checking Visuals: Pubmats, Photo Credits & Watermarks

Your job doesn't end with Word docs and text files. Typos frequently slip into graphic pubmats and photo posts because writers and artists assume the other person checked them.

Visual Text Checking Routine

Examine every visible word embedded in graphics: dates, times, room numbers, building names, sponsor credits, and contact emails. Make sure the date in the graphic matches the caption text 100%. If a pubmat lists 'August 3' but the caption says 'August 4', stop the post immediately.

Official Footers & Watermarks

All published graphics must feature the appropriate Vital Signs identity watermark. Inspect the examples below:

Official Pubmat Footer Banner	Official Photo Credit Watermark
A dark red banner with white text and icons. It includes a Facebook icon, an Instagram icon, the text 'vitalsignsvc', an email icon, and the text 'vitalsignswriters@gmail.com'. Standard Pubmat Footer (Full Width Banner)	A photograph of a person's face with a large, semi-transparent watermark overlaid. The watermark features a red stylized 'S' logo and the text 'ALYAH CHAN' and 'PHOTOJOURNALIST'. Photo Coverage Watermark (Bottom-Right Placement)

Photojournalism Standards: Real Photos Only

Vital Signs strictly forbids using AI-generated images or manipulated stock graphics to illustrate real campus news. Photos must depict real, verified Velez College events taken by our photography team. Verify that photographers supply uncropped camera files and that everyone pictured is identified correctly.

10. Editorial Board Planning & The Article Tracker

As Copywriter, you sit on the Editorial Board and help plan coverage. You need to know what stories are coming down the line across all departments (Nursing, MedTech, PT, OT, Bio) so no department is ignored. To keep production organized, here is the full organizational structure and article archive from our tracker:

Editorial Tracker Link: [Access the Editorial Board Tracker \(Google Sheets\)](#).

The tables below outline our article formats, production timeline, newsletter coverage archive, and magazine story lineup from the past academic year.

Article Types: Main In-Depth Pieces vs. Short Campus Briefs

The Editorial Board budgets and categorizes all editorial assignments according to scope, writers, and target word counts:

Feature	Main Articles (In-Depth Coverage)	Minor Articles (Campus Beats & Short Pieces)
Beat Scope	Major collegiate tournaments (CESAFI), regional health developments, campus policy investigations, and hospital clinical training.	Campus-wide activities, departmental assemblies, student acquaintance parties, calendar observances, serial short stories, and student poems.
Writer Allocation	Assigned in pairs or triads (such as 1 News Writer + 2 Feature Writers) so writers cross-check facts together.	Assigned solo or in pairs. Junior writers are paired with seasoned contributors to learn the ropes.
Word Count Target	450–500 words standard. Major investigations (Board Topnotchers, Special Features) can expand to 700–1,000 words with EIC clearance.	250–300 words standard. Creative write-ups follow exact rules (serial stories capped at 300–350 words; poems capped at 50–100 words each).
Primary Interviews	Required. Every main piece must include verified quotes from primary sources (deans, board topnotchers, captains, clinical coordinators).	Recommended when event organizers (such as Guidance Office or PT Department) provide direct advice or statements.
Accompanying Visuals	Requires high-resolution photo spreads or custom graphics coordinated with the Documentation and Layout teams.	Accompanied by a single event action photograph or standard promotional pubmat carrying the official Vital Signs footer banner.

Monthly Publishing Schedule: 10 Key Steps

Every major issue follows a strict 10-step production timeline from initial story pitch to physical bulletin posting:

Timeline	Milestone	What Happens at This Stage	Who Depends on Whom	Lead Section / Team
Day 1	Story Pitch & Beat Allocation	News and Feature Heads review the campus calendar, determine the story lineup, and assign writers.	Prompt selection sets the edition tone. Layout awaits the story list to budget spreads.	News & Feature Heads
Day 1	Visual Theme Selection	Layout selects publication theme, palette, and page template dictating overall visual tone.	Contributors list needed for masthead. Documentation alerted for photo requests.	Graphics Head
Day 5	Preliminary Layout Proof	Layout builds preliminary spread draft to give editors a clear sense of pacing and white space.	Copywriter and Section Heads verify text allocations match drafted copy lengths.	Lead Layout Artist
Day 15	70% Layout Completion	Substantially completed spread layout with drafted copy inserted and initial photo assets embedded.	Documentation must supply verified high-res photos to prevent production bottlenecks.	Graphics & Editorial Leads
Day 20	Finalized Unedited Spread	Layout delivers complete spread with all editorial elements in place, ready for full editorial review.	Copywriter requires complete layout context to evaluate text overflows, line wraps, and headings.	Graphics Head
Day 23	Copyreading & Line Editing	Copywriter edits drafts to eliminate factual errors, tighten syntax, and enforce house style.	Layout depends on prompt copyreading turnaround to make necessary text adjustments.	Copywriter
Day 23	Executive Review & Sign-Off	Copywriter approves fully edited draft. EIC conducts final review and school policy checks.	Logistics requires formal executive sign-off before starting physical printing.	Editor-in-Chief
Day 24	Physical A3 Printing (5 Copies)	Logistics prints 5 A3-sized newsletter copies for campus bulletin boards and runs pre-print checks.	Logistics coordinates with Graphics and Copywriter for print resolution and margin safety.	Logistics Head

Timeline	Milestone	What Happens at This Stage	Who Depends on Whom	Lead Section / Team
Day 25	Campus Bulletin Board Posting	Logistics mounts physical copies across 5 campus hubs: Micro Lab, Kichap, EMVM, Annex, and ASB Board.	Timely campus posting ensures high student body visibility prior to weekend dismissal.	Logistics Head
Day 26	Multi-Platform Digital Release	Social Media team publishes high-resolution digital newsletter across official publication channels.	Social Media relies on Graphics for web-optimized assets and Copywriter for caption text.	Social Media Head

What We Covered in the Newsletters Last Year

Here is the master list of all 42 articles and coverage beats produced by our team across the News and Feature sections during our term:

Section	Covered Topics & Stories	Category / Beat
News	Section Planning, Editorial Direction & Thematic Overview	Editorial Direction
News	Editorial Operations, Cross-Section Coordination & Reporting Standards	Editorial Operations
News	Aquatics, Creative Poetry & Small Business Features	Sports & Student Life
News	E-Sports, Faculty Profiles & Academic Reporting	Academics & Campus Life
News	Student Council Beats, Badminton & CESAFI Pageantry	Student Governance & Sports
News	Freshmen Orientation, Track & Field & Religious Feasts	Campus Traditions & Sports
News	Volleyball Championships, FreshOr Coverage & Team Spotlights	Sports & Campus Life
News	Acquaintance Parties, Midterm Season, Karatedo & Track & Field	Student Life & Athletics
News	Flag Football, Licensure Exam Coverage & Student Op-Eds	Academics & Sports
News	Board Games, Healthway Acquisition & Mental Health Seminars	Campus News & Wellness
News	Academic Games, Earthquake Relief & Student Spotlights	Academics & Community Outreach
News	Basketball Championships, VCERT Sinulog, Nursing Boards & Founders' Day	Sports, Tradition & Academics
News	Flag Football, MTLE Topnotchers & World Teachers' Day Celebrations	Academics & Sports
News	Opening Ceremonies, Ms. CESAFI Pageantry & Faculty Spotlights	Culture & Academics
News	Soccer Tournaments, Serial Cliffhanger Fiction & Small Businesses	Sports & Creative Writing
News	Volleyball Matches, NMAT Season & Miss and Mister Medical Velez	Sports, Academics & Culture
News	Exhibition Games (Billiards / Pickleball), World PT Day & Student Columns	Sports & Allied Health
News	Table Tennis, Sinulog Devotion, Typhoon Tino Relief & Breast Cancer Awareness	Culture, Relief & Health
News	Basketball Championships, World PT Day & Intramurals Highlights	Sports & Intramurals
Feature	Section Planning, Long-Form Features & In-Depth Campus Analysis	Editorial Direction
Feature	Special In-Depth Stories & Feature Planning	Editorial Operations
Feature	Campus Photo Essays, CESAFI Hall of Fame, Badminton & VCERT Initiatives	Photojournalism & Sports
Feature	Aquatics, Creative Poetry & Student Council Behind-the-Scenes	Creative Writing & Governance
Feature	E-Sports, Creative Poetry, Licensure Retrospectives & Sinulog	Creative Writing & Tradition
Feature	Aquatics, Hospital Folklore Folio & Creative Short Fiction	Creative Writing & Campus Lore
Feature	Karatedo, Soccer, Creative Poetry Suites & New Year Reflections	Sports & Creative Writing
Feature	Academic Games, Student Spotlights & Serial Cliffhanger Fiction	Student Life & Creative Writing
Feature	Badminton Tournaments, Hospital Lore & Campus Folklore Folio	Campus Lore & Fiction
Feature	Exhibition Games & Miss and Mister Medical Velez Pageantry	Pageantry & Sports
Feature	Flag Football & Founders' Day Commemorative Features	Institutional Heritage & Sports
Feature	Volleyball, Breast Cancer Awareness Month & Religious Observances	Health Advocacy & Culture
Feature	Opening Ceremonies, Liver Health Awareness & Student Columns	Health Advocacy & Student Voice
Feature	Track & Field Meets, PAMET Quiz Bowl & Serial Short Fiction	Academics & Creative Writing
Feature	Volleyball Features, Main Sports Stories & PAMET Delegates Profiles	Sports & Academics

Section	Covered Topics & Stories	Category / Beat
Feature	Main Sports Feature, Flag Football, Healthway Acquisition & Nursing Boards	Sports & Institutional News
Feature	Table Tennis, Retrospective Spreads & Midterm Adjustment Stories	Student Life & Sports
Feature	Basketball Championships, Creative Poetry & Student Council Features	Governance & Creative Writing
Feature	Table Tennis, Year in Review Retrospective & Sto. Niño Mass	Culture & Retrospective
Feature	Soccer, Cougars Dynasty Team Spotlight & Freshmen Features	Sports Dynasties & Campus Life
Feature	Buwan ng Wika Celebrations, Exhibition Games & Student Spotlights	Culture, Sports & Student Life
Feature	Basketball Championships, Faculty Spotlights, Sto. Niño Mass & NMAT Preparation	Academics, Tradition & Sports
Feature	Board Games, Faculty Spotlights & Typhoon Tino Survivor Stories	Community Resilience & Faculty

Annual Magazine Article Lineup (Sections I–VII & Back Matter)

The comprehensive annual magazine covers seven thematic sections alongside formal front and back matter:

Magazine Section	Article Topic	Assigned Writing Team	Format	Status
Front Matter	Cover Page & Visual Masthead	Graphics & Photojournalism Team	Visual Spread	Completed
Front Matter	Editor's Note (VS Magazine)	Editor-in-Chief	Executive Note	Copyread
Section I: Year in Review	“The Year That Was” (Timeline, Overview & Key Developments)	Retrospective Team (2 Feature Writers, 1 News Writer)	Major Retrospective	Copyread
Section I: Year in Review	Timeline Spotlight (Month-by-Month Campus Retrospective)	News Writers & Photo Team	Photo & Data Spread	Copyread
Section II: Campus Pulse	Major Story 1: Student Council Achievements & Controversies	Investigative Team (2 Feature Writers, 1 News Writer)	Investigative Feature	Copyread
Section II: Campus Pulse	Major Story 2: Founders' Day Commemoration & Institutional Legacy	Campus Writers (2 Feature Writers, 1 News Writer)	Campus Feature	Copyread
Section II: Campus Pulse	Major Story 3: Miss & Mister Medical Velez (MMV Pageant)	Culture & Events Writers (2 Feature Writers, 1 News Writer)	Pageant Spotlight	Copyread
Section II: Campus Pulse	Student Opinion Suite: Campus Health & Work-Life Balance	Opinion Columnists (Feature & News Writers)	Op-Ed Suite	Copyread
Section II: Campus Pulse	Campus Photo Essay: The Unseen Medical Student Hours	Photojournalism & Documentary Team	Photo Essay Spread	Copyread
Section II: Campus Pulse	Creative Folio: Original Campus Poetry & Serial Fiction	Literary Folio Writers (Feature & News Writers)	Literary Folio	Copyread
Section II: Campus Pulse	Creative Folio: 'Buried in the Sunken Garden' & Hospital Folklore	Hospital Lore Special Team (Feature Writers)	Hospital Lore Special	Copyread
Section III: Intramurals	Main Sports Feature: Three Days of Collegiate Rivalry & Athletic Spirit	Sports Lead Writers	Sports Special	Copyread
Section III: Intramurals	Team Spotlight: 'Legacy in Motion: Cougars' Back-to-Back Dynasty'	Athletics Feature Writers	Championship Profile	Copyread
Section IV: People of Velez	Student Spotlights (1 per Department: MT, NSG, PT, OT, BIO)	Department Profiling Team (News & Feature Writers)	Multi-Dept Profiles	Copyread
Section IV: People of Velez	Faculty Spotlights (1 Clinical Instructor per Dept: MT, NSG, PT, OT, BIO)	Faculty Profiling Team (News & Feature Writers)	Academic Profiles	Copyread
Section V: Special Features	'The Hidden Costs of Velezian Student Life' (Living Costs & Commutes)	Feature Head & Senior Writer	Long-Form Special (1,000w)	Copyread
Section V: Special Features	'From Freshmen to Graduates: How Students Grow Without Noticing'	News Head & Senior Writer	Thematic Long-Form (1,000w)	Copyread
Section VI: Next EB	Incoming Editorial Board Leadership Profiles	Incoming Editorial Board	Transition Spread	Copyread
Section VII: Closing	Editorial Board Collective Note & Full Publication Directory	Editorial Board & Writers	Valedictory Spread	Copyread

Magazine Section	Article Topic	Assigned Writing Team	Format	Status
Back Matter	Official Publication Colophon & Closing Editorial Seal	Vital Signs Editorial Board	Archival Spread	Completed

Monthly Newsletter Coverage Archive (Sept 2025 – Mar 2026)

A complete record of all 50 newsletter articles published across our minor and major editions:

Edition Month	Article Topic & Beat	Assigned Writer / Team	Word Count	Status
Sept 2025 (Minor)	Buwan ng Wika Celebration Key Moments	Cultural Feature Writer	306 words	Copyread
Sept 2025 (Minor)	New Beginnings (FreshOr Highlights)	News & Feature Writer Pair	328 words	Copyread
Sept 2025 (Minor)	Freshmen Orientation Comprehensive Review	Campus News Writers	338 words	Copyread
Sept 2025 (Minor)	Departmental Acquaintance Parties	Student Life Writers	278 words	Copyread
Sept 2025 (Minor)	World PT Day & Departmental Interview	Allied Health News Writer	316 words	Copyread
Sept 2025 (Minor)	Serial Cliffhanger Short Fiction (Part 1)	Creative Writer	351 words	Copyread
Sept 2025 (Minor)	Tri-Poem Suite on Campus Life (3 Poems)	Literary Poetry Writer	391 words	Copyread
Sept 2025 (Minor)	CESAFI Hall of Fame Profile	Sports Feature Writer	203 words	Copyread
Sept 2025 (Major)	MedTech Board Exam Top 7 Feature ('Trails of Ascent')	Licensure Investigative Writers	726 words	Copyread
Sept 2025 (Major)	Ms. CESAFI Representative Feature	Campus Pageantry Writer	500 words	Copyread
Sept 2025 (Major)	PAMET National Quiz Bowl Delegates Profile	Academic News Writer	515 words	Copyread
Oct 2025 (Minor)	Midterm Exam Adjustments & Study Techniques	Academic Life Writers	231 words	Copyread
Oct 2025 (Minor)	Intramurals Schedule Revisions	Sports News Writer	233 words	Copyread
Oct 2025 (Minor)	Serial Cliffhanger Short Fiction (Part 2)	Creative Writer	295 words	Copyread
Oct 2025 (Minor)	Creative Poetry Suite: Autumn Reflections	Literary Poetry Writer	280 words	Copyread
Oct 2025 (Major)	Nursing Licensure Examination & Faculty Profile	Clinical Nursing Writers	650 words	Copyread
Oct 2025 (Major)	Earthquake & Campus Relief Operations	Disaster Relief Writers	600 words	Copyread
Oct 2025 (Major)	Breast Cancer Awareness Month & Screening Clinic	Health Advocacy Writers	550 words	Copyread
Oct 2025 (Major)	NMAT Season & Medical School Transition Feature	Pre-Med Feature Writer	600 words	Copyread
Oct 2025 (Major)	World Teachers' Day Faculty Profiles Across Allied Health	Faculty Profiling Writer	700 words	Copyread
Nov-Dec 2025 (Minor)	Velezian Small Businesses & Student Entrepreneurs	Student Life Writer	450 words	Copyread
Nov-Dec 2025 (Minor)	Hospital Network Acquisition Coverage	Campus News Writer	500 words	Copyread
Nov-Dec 2025 (Minor)	Year-End & Year-Start Editorial Note	Editor-in-Chief	400 words	Copyread
Nov-Dec 2025 (Minor)	Serial Cliffhanger Short Fiction (Part 3)	Creative Writer	320 words	Copyread
Nov-Dec 2025 (Minor)	Creative Poetry Suite: Year-End Contemplation	Literary Poetry Writer	290 words	Copyread
Nov-Dec 2025 (Major)	Typhoon Relief & Community Resilience Special	Community Relief Writer	800 words	Copyread
Nov-Dec 2025 (Major)	CESAFI Karatedo Delegation & Coach Profile	Sports Feature Writer	550 words	Copyread
Nov-Dec 2025 (Major)	Multi-Program Board Exam Results & Topnotchers Special	Board Exam Coverage Writers	1,000 words	Copyread
Jan 2026 (Minor)	Liver Cancer & Viral Hepatitis Awareness Month	Health Advocacy Writer	400 words	Copyread
Jan 2026 (Minor)	Mental Health Seminar Coverage (Guidance Office)	Student Welfare Writer	450 words	Copyread
Jan 2026 (Minor)	Sto. Niño Campus Visit & Sponsorship Mass	Campus Culture Writer	400 words	Copyread
Jan 2026 (Minor)	Serial Cliffhanger Short Fiction (Part 4)	Creative Writer	310 words	Copyread
Jan 2026 (Minor)	Creative Poetry Suite: New Beginnings	Literary Poetry Writer	275 words	Copyread

Edition Month	Article Topic & Beat	Assigned Writer / Team	Word Count	Status
Jan 2026 (Major)	Philippine Religious Festivals Special	Cultural Heritage Writers	750 words	Copyread
Jan 2026 (Major)	Feast of Señor Sto. Niño / Sinulog Devotion	Cultural Feature Writer	650 words	Copyread
Jan 2026 (Major)	VCERT Emergency Response Team Serving Sinulog	Emergency Response Writer	600 words	Copyread
Jan 2026 (Major)	Velezian New Year's Resolutions & Academic Balance	Campus Culture Writers	500 words	Copyread
Mar 2026 (Intrams)	Intramurals Opening Ceremony Special Midday Release	Sports Lead Coverage Writers	450 words	Copyread
Mar 2026 (Intrams)	Table Tennis Championships (Men & Women)	Sports News Writer	500 words	Copyread
Mar 2026 (Intrams)	Basketball Championships (Men & Women)	Basketball Coverage Writers	700 words	Copyread
Mar 2026 (Intrams)	Volleyball Championships (Men & Women)	Volleyball Coverage Writers	650 words	Copyread
Mar 2026 (Intrams)	Soccer Tournament Coverage (Men & Women)	Field Sports Writers	600 words	Copyread
Mar 2026 (Intrams)	Swimming & Aquatics Meet (Men & Women)	Aquatics Writers	550 words	Copyread
Mar 2026 (Intrams)	Track & Field Championships (Men & Women)	Track & Field Writers	500 words	Copyread
Mar 2026 (Intrams)	Badminton Championships (Solo, Doubles, Mixed)	Sports News Writer	550 words	Copyread
Mar 2026 (Intrams)	Flag Football Highlights & Championship Finals	Football Writers	500 words	Copyread
Mar 2026 (Intrams)	E-Sports Tournament (Mobile Legends, Valorant)	E-Sports Writers	600 words	Copyread
Mar 2026 (Intrams)	Exhibition Games (Billiards & Showcase Sports)	Exhibition Sports Writer	450 words	Copyread
Mar 2026 (Intrams)	Board Games (Chess & Scrabble)	Board Games Writer	500 words	Copyread
Mar 2026 (Intrams)	Academic Games (Quiz Bee, Spelling, Sudoku)	Academic Contests Writer	550 words	Copyread

Finding Better Angles for Campus Events

Avoid routine summary coverage by identifying compelling angles for recurring campus events:

Routine Event Topic	A Better, Grounded Angle	What to Focus On
Medical Technology Week Opening Ceremony	The Hidden Laboratory Shift: How student interns balance 12-hour hospital rotations with board exam preparation.	Investigates the mental and physical stamina required for clinical laboratory work.
Nursing Capping & Pinning Ceremony	Beyond the White Uniform: Real accounts of nursing students confronting patient mortality for the first time.	Explores bedside duties, emotional toll, and the transition from lecture halls to hospital wards.
Physical & Occupational Therapy Sports Clinic	Rehabilitating the Athlete: Neuromuscular recovery and injury prevention in collegiate leagues.	Shows the practical clinical application of PT and OT modalities in competitive sports.
Velez College Intramurals Opening	The Dual Life of Collegiate Medical Athletes: Balancing anatomy practicals with daily varsity training drills.	Highlights student discipline, time management, and collegiate athletic commitments.
Annual Disaster Preparedness Drill	First Responders in Training: Evaluating student readiness during simulated mass-casualty triage drills.	Examines emergency medical responsiveness and community safety on campus.

Working with OSSA & Institutional Balance

Balancing Student Truth with Administrative Compliance:

As the official publication of Velez College, Vital Signs operates under the guidance of OSSA and our adviser. Our job is to tell the truth about campus life while maintaining professional respect. When covering sensitive issues like tuition adjustments or facility concerns, focus on verified facts, include administrative responses, and avoid emotional speculation. Fair reporting protects our credibility and keeps our publication channels open.

11. My Step-by-Step Copyediting Routine: Seven Quick Passes

When an article is sent to you, follow this systematic seven-pass editing routine to catch issues efficiently:

Pass	What You're Looking At	What to Check	Done When
Pass 1	Story Angle & Structure	Read the lead paragraph, pacing, and overall flow. Does the story make sense?	Lead is clear and engaging
Pass 2	Fact Checking & Details	Cross-check dates, scores, titles, degrees, and venues against official records.	All names and dates verified
Pass 3	Grammar & Sentence Mechanics	Fix subject-verb mismatches, tense shifts, dangling clauses, and comma splices.	Zero grammatical errors
Pass 4	House Style & Word Choice	Enforce American English spelling and institutional terms (such as 'Velezians').	House style matches 100%
Pass 5	Typography & Formatting	Verify Bold Non-Serif for titles and Italic Non-Serif for quotes via LingoJam.	Correct Unicode fonts applied
Pass 6	Byline & Watermark Check	Check graphics for official footers. Confirm 'Copyedited by [Your Name]' attribution.	Attribution line is present
Pass 7	Mobile Preview in Messenger	Paste formatted caption into Messenger mobile. Inspect line breaks and character rendering.	Clean layout on phone screen

Handling Editorial Disagreements

When conflicts arise over edits or controversial angles, follow this clear escalation ladder:

Problem	First Step	Who to Loop In	How It Gets Decided
Grammar & Syntax Dispute	Leave direct comments in Google Docs citing the specific grammar rule.	Copywriter	Copywriter has final authority on all grammar, syntax, and house style decisions.
Unverified Claim in Draft	Ask the writer for raw recordings, interview notes, or official event documentation.	Section Head	If the writer cannot verify the claim within four hours, cut the sentence completely.
Layout Changes in Canva	Compare the laid-out PDF proof against the approved clean edit.	Layout Head	Layout artist must revert text changes immediately. Text boxes never override accurate copy.
Administrative Sensitivity	Flag potential institutional policy conflicts or student welfare issues.	Editor-in-Chief	EIC reviews article against OSSA guidelines and decides whether to publish, reframe, or hold.

12. Real Mistakes We Encountered During Mentoring (Summer to August 2026)

Here are eight real incidents we encountered and resolved together during our mentoring sessions as your term was beginning. Study how we handled them so you are prepared when similar situations arise:

Date & Event	What Went Wrong	How We Fixed It	Takeaway for Your Term
July 24, 2026 (58th Commencement)	Unverified paraphrase attributed as a direct quote from the Valedictory Speaker.	Pulled the live stream recording, transcribed the exact words, and verified them.	Direct Quotation Rule: Never use quotation marks unless audio or video confirms word-for-word accuracy.
August 5, 2026 (Velezchella Day 3)	Headline was an orphaned fragment: 'Day 3: Ends with a Resounding Applause'.	Rewrote headline with a clear subject and active verb: 'Freshmen Orientation Concludes with Student Triumph'.	Headline Rule: Every headline must have an explicit grammatical subject and an active verb.
August 13, 2026 (Freshmen Orientation)	Writer used AI which hallucinated 'Department organizations and volunteer groups'.	Corrected to real campus entities: Student Body Organizations (SBOs), Strategos, and SSC.	Fact-Checking Rule: All student organizations must match real Velez College registered organizations.
July 15, 2026 (Magazine Proofing)	Draft used British spelling ('cancelled', 'programme', 'focussed').	Replaced with American English house standards ('canceled', 'program', 'focused').	House Style Rule: Enforce standard American English across all long-form publications.
August 8, 2026 (Social Pubmat)	Graphics posted an event pubmat omitting the official Vital Signs footer banner.	Halted distribution. Required Graphics to re-render the asset with the official pubmat footer.	Footer Rule: Social media managers must never publish un-watermarked visuals.
July 28, 2026 (Alumni Induction)	Draft used redundant term 'Velezian students' and awkward phrasing 'embarked on a new journey'.	Corrected to 'Velezians' and 'were welcomed into the community of Velezian alumni'.	Word Choice Rule: Use 'Velezians' as a stand-alone noun; never say 'Velezian students'.
August 12, 2026 (OrgFair Video Series)	Social Media uploaded reels with plain text titles missing Unicode Fancy Text formatting.	Updated captions immediately using Bold Non-Serif via LingoJam Fancy Text Generator.	Platform Typography Rule: All video and social headlines must use Bold Non-Serif Unicode.
August 15, 2026 (CESAFI Press Coverage)	Editorial Board failed to secure press access due to late credential requests.	Required the EdBoard to contact CESAFI organizers weeks in advance.	Media Pass Rule: Secure official press passes at least 7 days before inter-school tournaments.

13. Turnover, Mentoring & Training Your Junior

Student publications face relentless turnover: editors graduate and leave every single year, not every couple of years. If you do not actively recruit and train your replacements early, the next person starts from complete scratch.

You are in a unique and advantageous position, Mia. Because you are an incoming third-year Nursing student, you might serve for two full years (both your third and fourth year). That gives you time to build lasting editorial habits, but do not let that make you complacent about finding help.

Do Not Make My Mistake: Recruit Junior Copywriters Early

My biggest regret (sayop nako) during my term was not recruiting junior copywriters early on. I was just following the old Vital Signs system where the copywriter works completely solo. Flying solo is exhausting, risks severe burnout, and creates massive bottlenecks when 20 articles flood your tracker at once. Do not make my mistake! Recruit junior copywriters early, train them on our house style and subject-verb rules, let them do initial passes under your guidance, and build a team. You will especially need this support with heavy Nursing duties and clinical rotations.

Key Steps for Handing Over the Role

This handover guide is designed as a living document. Keep the editable .docx source file safe. When your term comes to an end, you do not have to build a guide from zero: simply open the .docx file, update the examples, add your batch's coverage and lessons, and pass it directly to the next copywriter.

Turnover Step	What to Do	Mistake It Prevents
Living Word Guide (.docx)	Keep and update this editable Word document with your batch's stories, new examples, and lessons before passing it down.	Eliminates starting from scratch and preserves institutional memory across editorial terms.
Shared Cloud Archive	Store all final copyedited articles, published folios, and approved graphics in a structured cloud archive.	Eliminates lost articles, missing high-res assets, and uncoordinated Google Drive folders.
Early Junior Recruitment	Recruit and mentor junior copywriters early in the academic year rather than working completely solo.	Prevents severe burnout, eliminates article bottlenecks, and ensures coverage during heavy hospital rotations.

Mentoring Junior Copywriters Early

Do not wait until the second semester to look for your replacement. Early in your term, identify promising writers who notice small details and care about clean writing. Have them shadow your edits, review social media captions under your watch, and learn the house style. When hospital duties intensify or your term eventually wraps up, they will be ready to take over without missing a beat.

14. Final Checklists Before Hitting Publish

Before authorizing the release of any material, run through these final verification checklists:

Checklist A: Print Articles, Newsletter & Magazine Proofs

- All proper names, titles, dates, scores, and degree designations are verified against registrar or official records.
- The story demonstrates clear flow, logical pacing, and active sentence structure.
- Checked that words between the subject and verb don't break subject-verb agreement.
- One approved clean edit is clearly marked in the shared Google Drive folder.
- The final laid-out PDF proof has been compared word-for-word against the approved clean edit.
- Photojournalism assets feature verified authentic subjects with uncropped watermarks.
- Both the Copywriter and Editor-in-Chief have given final sign-offs on the layout proof.

Checklist B: Social Media Captions & Announcements

- The headline hook is formatted in clean Unicode Bold Non-Serif via Fancy Text Generator.
- Direct quotes are verified word-for-word against audio/video recordings and formatted in Unicode Italic Non-Serif.
- The lead paragraph explicitly answers the 5 Ws (Who, What, Where, When, Why).
- The student body is designated as 'Velezians' (never 'Velezian students').
- The publication name is confirmed as plural ('Vital Signs', never 'Vital Sign').
- All embedded registration forms, Google Drive folders, and URLs are tested and verified active.
- Previewed caption in Facebook Messenger to make sure line breaks look right on a phone screen.
- The credit line 'Copyedited by [Your Name]' is clearly included.

Checklist C: Headlines & Titles

- The headline has a clear grammatical subject; no cut-off phrases or incomplete sentences.
- A strong active verb is used in place of a passive label.
- Event titles follow house style: [Event] | [Day or Part]: [Active Headline].
- No clickbait or exaggerated claims.
- All proper names and institutional acronyms within the title are verified 100% accurate.

Checklist D: Pubmats & Visual Layouts

- Every word embedded in the graphic (including disclaimers and tiny footer text) has been read at 100% scale.
- The graphic text matches the caption text, event date, venue, and time exactly.
- The official Pubmat Footer banner or Photo Credit watermark is crisp, unobstructed, and uncropped.
- Real campus photos only; zero AI-generated synthetic images or unverified stock graphics.
- Text on graphics is easily readable even on low-brightness phone screens.

Final Word: Our Year Was About Stability; Yours Should Be About Innovation

Mia, our year was about stability; yours should be about innovation.

When our term began, we had to resurrect the publication from scratch. In the school year immediately before ours, Vital Signs published zero newsletters and zero magazines. In previous years, the solitary annual magazine was the only output the publication ever produced, and even that had stalled completely. Our batch started the new face and the new system: sorting out messy Drive folders, establishing regular monthly newsletters throughout the academic year, reviving the comprehensive annual magazine, enforcing official pubmat footers, and earning back trust with OSSA and the student body. It took steady discipline just to build a running engine from nothing.

You inherit that stable foundation. You don't have to start from zero. That means your year should be about innovation: pitching bolder story angles, taking creative risks in folios, experimenting with fresh social media formats, and pushing Vital Signs beyond routine event reporting.

As you take over the role, remember these five practical rules:

- 1. Short lang yung time: copywrite agad.** Never let drafts sit waiting for the general deadline. Edit as soon as a writer turns something in so 20 articles don't flood your queue all at once when layout is waiting.
- 2. Fast turnaround for social media.** When writers or the socmed team send you captions, review the text quickly against the pubmat, format the fonts, and return the clean version so they can post on time.
- 3. I highly recommend that you also write articles.** Do not spend your whole term only editing others. Reporting your own stories keeps your writing sharp and reminds you what it feels like to be on the writer's side of an edit.
- 4. Trust your ear.** If a sentence feels awkward, stiff, or sounds like robotic AI fluff when read aloud, rewrite it.
- 5. Protect your byline.** Make sure every piece you edit carries 'Copyedited by Mia Martinez'. You do the heavy lifting behind the scenes; make sure your hard work is credited.

I'm here for you until your first newsletter and beyond whenever you need advice or a second pair of eyes. Take pride in every line you sharpen. You're going to do great things with Vital Signs.