

QUILL AWARDS 2013

CATEGORY - BEST THREE HEADLINES IN ANY MEDIUM

ENTRANT NAME - ADRIAN NESBITT. HERALD SUN IPAD EDITION

Herald Sun

A white iPad is shown against a dark grey background. The screen of the iPad displays the 'Herald Sun' logo in white, serif font, centered on a blue background. The blue background has a subtle gradient and a diagonal line running from the top right towards the center. The iPad's home button is visible on the right side of the bezel.

Herald Sun

About the entry

The following headlines were published exclusively for the iPad edition of the Herald Sun. They don't conform to the traditional digital journalism practice of search engine optimisation. Instead they are bold, creative and talk to the images on the page to create a cohesive and powerful statement.

Herald Sun

ALSO TODAY

How low will they go?

Interest rates tipped to sink even further

Hints of greatness

Toshiba's new notebook is not the real deal yet



PICTURE EXCLUSIVE

EASY, RIDER

Two Bandidos motorcycle gang members were arrested in broad daylight today in South Melbourne and the Herald Sun was there

Toby Mitchell is arrested outside the South Melbourne Market. Picture: Nicole Cleary

Easy, rider

Bandido bikie boss Toby Mitchell was arrested in broad daylight on a South Melbourne street and the Herald Sun captured the moment with exclusive pictures. Referencing 'Easy Rider', the 1969 biker counterculture film classic directed by Dennis Hopper, the headline 'Easy, Rider' is particularly effective - with the image of a Victoria policeman placing his hand on the Bandido boss's shoulder. Mitchell, heavily tattooed and in bikie gear is shown handcuffed, impatiently sitting on a kerb. He is a powerful man, compromised. The policeman appears to be calming him. A small change in punctuation makes this a deceptively simple headline. Easy, rider indeed.

Herald Sun

ALSO TODAY

**Rescue
tragedy**

Bushwalker falls
to death during
winch to safety

**I'll fix
my mess**

Graffiti 'artist'
wants to paint
over his work



CHOPPER PLANS FOR THE EAR-AFTER

**Advanced liver cancer
has delivered Read a grim
prognosis but he reveals
how he wants to bow out**

Former criminal Chopper Read.

Picture: Nicole Cleary



Chopper plans for the ear-after

Before his death last year, notorious ex-criminal Chopper Read told the Herald Sun he knew the end was near and that he wanted to go in his own colourful way. His demands: an apology from God and for his tombstone to hold the lyrics to his favourite ditty, *Plastic Jesus*. Read, who boasted about his criminal past, including several murders, was a character to the end. The 'ear after' line, playing on 'hereafter' is irreverent and cheeky. I'd like to think Chopper, who famously had a fellow inmate cut his ears off, might have had a chuckle at it himself.

NEWS

Herald Sun

The long kick goodnight

The plotting against Mark Neeld has
been a fortnight in the making



The long kick goodnight

The pressure on Melbourne Demons football coach Mark Neeld made for great theatre. The string of losses by one of Melbourne's oldest footy clubs was building and Neeld's future was questioned daily. As the Herald Sun revealed, his downfall, plotted by Demons and AFL powerbrokers, was two weeks in the making. The headline 'The Long Kick Goodnight' references the 1996 action thriller 'The Long Kiss Goodnight' in which a former secret agent learns her old colleagues are out to kill her. Neeld's ever-weakening grip on the top job had played out in the minds of the public for a long time. His downfall came slowly. 'The Long Kick Goodnight' evokes this and is an effective use of 'kick' in that it represents his sacking and is linked intrinsically to the Australian brand of football.