

2012

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: GACKA (GORAN SEKULA)

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Otočac

GOLDEN PEN MEDIA AWARD 2012.

OTOČAC

The Golden Pen Award, for the eighth year in a row, awarded by the Croatian National Tourist Board to foreign journalists for their greatest contribution to the promotion of Croatian tourism in the world. The awarding of the Golden Pen was organized at the Park Hotel in Otočac, where the works that presented the natural beauties and tourist contents of our country were presented to the public from some of our largest emitting markets. In addition to the winners of these special Grand Prix awards, 13 print media journalists and 10 television and radio journalists received awards for the promotion of tourist Croatia in their countries.

The Golden Pen is awarded in two categories - for the best printed material and the best TV or radio show. The award ceremony was organized in cooperation with the Tourist Board of Lika-Senj County, which together with the Tourist Board of Karlovac County and in cooperation with the Croatian Tourist Board made sure that 25 foreign journalists, as many as arrived in Croatia for this occasion, enjoy a rich and informative program.

By this way, for the eighth time in a row, the Croatian National Tourist Board thanked the foreign journalists for their contribution to the promotion of Croatian tourism in the world in year 2011. For the three-day stay of 25 journalists in Croatia, who come from our key emitting markets, the Tourist Board of Karlovac and Lika-Senj County, have designed a special program, so on the way to Lika they visited Rastoke, and during their stay, had the opportunity to get acquainted with continental Croatia, which in recent years is increasingly revealed to foreign and domestic guests. The journalists tasted indigenous dishes, got acquainted with the cultural heritage, enjoyed the performances of cultural and artistic societies and brought impressions to their countries that may find a place in their future works.

As a reminder, since its founding in year 1992, the Croatian National Tourist Board has hosted a large number of media representatives from all over the world. In order to emphasize the values of the

professional approach on reporting in Croatia and to show how much the work of journalists is appreciated, the Croatian National Tourist Board established the Golden Pen Award for the best texts and radio and television reports on Croatian tourism.



Photo: CNTB

GRAND PRIX FOR THE BEST WRITTEN MATERIAL OF 2011

AUSTRIA

Ms. Annemarie Josef wrote a report entitled "NAHES GLÜCK" in Austria's second-largest daily newspaper, the Kurier Freizeit, in which she presented Istria and its tourist offer. Thanks to this report, there was a great interest of the Austrian audience for Istria, not only in the CNTB office, but also in travel agencies, so a large number of guests spent their holidays there.

Mrs. Annemarie Josef was born in Germany, is studying literature in Munich, and has lived in Vienna since 1996, after meeting her husband, who came from Croatia. She is a fan of Croatia and travel, and works at Kurier Magazine as the head of the leisure editorial office.



Photo: CNTB

GRAND PRIX FOR THE BEST RADIO REPORT OF 2011

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BELGIUM

Mr. Michel Moreaux was awarded for reporting from Poreč to the popular radio show "Beau Fixe" on BEL RTL radio. This station chose Poreč as a destination from which Moreaux was directly involved in the radio program broadcast in Brussels every day from 27 June to 1 July 2011 from 9 am to 11 am. An improvised studio has been set up at the Valamar Club Tamaris Hotel, and the dynamic program has been completed by numerous "audio postcards" from all over Istria and Kvarner, as well as interesting, mostly local Francophone interlocutors representing Istria and its tourist offer. Thanks to daily reports at the beginning of the season, almost 300,000 Belgian listeners could hear a lot of interesting and attractive information about Porec, Istria and Croatia, which, we believe, helped even more undecided listeners to choose Istria and Croatia as a holiday destination.

Michel Moreaux is the art editor of BEL RTL and other radio stations of the RTL group and one of the founders of the popular show "Beau Fixe", with twenty years of work experience.



Photo: CNTB

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WINNERS

BELGIUM

WRITTEN MATERIAL

Mr. Danny Verheyden was awarded for an article in the trilingual professional magazine Travel2, intended exclusively for professional audiences, in which he describes Zagreb as a charming, dynamic, young European metropolis that often and completely unjustly remains in the shadow of Croatian Adriatic destinations. The journalist describes the Croatian capital as one of the most attractive Central European capitals, a thousand years of history, rich cultural heritage and as a perfect "fresh", close and new destination, whether for meetings, congresses, seminars, incentive trips or as a romantic and different weekend destination.

Danny Verheyden is a journalist, editor and owner of Travel2 magazine with almost 30 years of experience in tourism journalism, and has also worked as a TV presenter. He was awarded not only for quality articles and articles he published about Croatia, but also for publishing a series of short articles and information in the professional press in which he emphasizes the advantages of the Croatian tourist offer.

FRANCE

TV REPORTAGE

Ms. Virginia Berda was awarded for the show about Croatia shown on the TV channel France 5, on December 10 and 18, 2011. It is a public channel dedicated to educational, historical and cultural programs. The TV show "Echappées Belles", which deals with Croatia, is otherwise dedicated to discoveries and culture. The goal of the leaders Jérôme Pitorino and Sophie Jovillard is to see, get to know and understand the history of each country through its people, history and landscape. The show about Croatia presented our country as a true lifestyle destination. In addition to the historical heritage of Dubrovnik and its preserved values, the show talks about life on the Elaphite Islands, the lighthouse keeper, fishermen and klapa singers from Vela Luka and the diversity of life in the Northern Velebit National Park.

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GERMANY

WRITTEN MATERIAL

Mr. Stefan Ruzas, in a report in Focus magazine, entitled "Einsamer geht's nicht" (Complete solitude), commented on the special experience and feeling of loneliness, exceptional peace and isolation that the lighthouse guests have the opportunity to feel during their stay on Palagruža. The journalist was accompanied by lighthouse keepers who talk about their lives and work. Photographs of playful colours and motifs emphasize the atmosphere by contributing to the value of the text.

Focus is one of the most important news magazines in Germany, and on average it is read by about 5.5 million people. The magazine has a travel section as part of the May and September issues.

The author (born 1968) works in Munich as deputy editor of Culture and Life at Focus magazine.

TV REPORTAGE

Mr. Andreas Simon and Mrs. Giuseppina Goduto were awarded for the show "Nick in Dubrovnik" which promoted Dubrovnik on the second program of the German public television ZDF. The WISO newsroom sends its favourite presenter Nick Benjamin on a city break trip to the world's most important metropolises, lasting two days (1 night), with only 150 euros in his wallet. In the show entitled "Unterwegs mit 150 Euro" from July 17, 2011, he took viewers to see the sights of Dubrovnik - by cable car to the hill Srđ, to the restaurant Ragusa 2 for a portion of Dubrovnik rožata, for a walk along Stradun and along the walls of Dubrovnik, for a cold drink and a beautiful view in the Buza bar and in the cult jazz bar Troubadour for an evening out. After an overnight stay at the Hotel Kompas, we continued sightseeing in Dubrovnik, lunch at the Arsenal tavern and a short trip to Lokrum.

Andreas Simon is the initiator and originator of numerous informative and entertainment show formats, such as "Wirtschaftswunder", "Dr.MagLove" and "Sparschwein Rüdiger" (the first video podcast of the ZDF info channel). Since 2008, he has been working regularly as a video director for the casting show "Dein Song", which is looking for young songwriters. As the author of the news program "Wirtschaftswunder", he was awarded for the best innovation of ZDF in 2006. In Graz in 2004, he received the award for the short film "Puzzled" at the Triglav Film Festival. Giuseppina Goduto is the co-author of the show "Nick in Dubrovnik", participates in the writing of the screenplay and directs other shows about travel in that series. He is the screenwriter and director of other news programs of the second program of the German public television ZDF.

ITALY

WRITTEN MATERIAL

Ms. Barbara Roveda was awarded for a report on the Croatian coast, which was published in July 2011 in the monthly In viaggio. In it he describes the beauties of the island of Vis and its bays, the island of Brač and the beautiful beach Zlatni rat. He also mentions the lifestyle offer of the island of Hvar and the eno-

gastronomic delicacies of Ston and Pelješac. The journey ends in the footsteps of Odysseus on Mljet and in Dubrovnik. The article of as many as 30 pages highlights the subheadings "Vis - active vacation", "Hvar - trendy island", "Brac - something for everyone", "Island of Korčula - refined and lively - the island of Marco Polo", "Mljet - blue and green" paradise ", " Pelješac - oysters, wine and ... sun ", " Dubrovnik - cultural and worldly ". In viaggio is a tourist monthly designed as a guide to one destination. Full of information about events, culture, eno-gastronomic and entertainment offer, it is very well known to Italian readers and especially sought after during the holidays.

Barbara Roveda (born 1969) has been working for the tourism monthly In viaggio since September 2001. She edits a large number of pages on tourism, travel and culture. He also collaborates with other monthly editions such as Bell'Europa and Natural Style.

TV REPORTAGE

Ms. Ludovica Scandurra is the director of the report DUBROVNIK - PEARL OF THE ADRIATIC, which was broadcast on the Italian national television TV RAI 3 in the program "Alle falde del Kilimangiaro". In the report, the author describes her journey that began in the historic center of Dubrovnik, and in addition to the cultural and historical heritage of the "pearls of the Adriatic", she also presented the tourist offer of Konavle. After visiting Ston, the wine roads of Peljesac and the beautiful beaches of the Makarska Riviera, the report ends with a description of active tourism in Omis and a beautiful sunset in Split. The show "Alle falde del Kilimangiaro" is a highly watched television show that airs on Sundays from 3pm to 7pm. Viewers travel with her to distant and unknown parts of the world, but they are also enchanted by close destinations such as Croatia.

The director with very rich professional experience works in the editorial office of the state TV RAI in Rome. She is known for many shows and reports. She has collaborated with the Faculty of Film and Theatre in Rome, and since 2009 she has also been working as a private producer.

HUNGARY

TV REPORTAGE

Mr. Botond Zákonyi, a journalist and editor from the private television PV TV, was awarded for a film about Kopački rit lasting 25 minutes, which was shot on a study trip to Slavonia-Baranja County. The film has been screened 69 times over the past year and this year, and is scheduled to be screened by the end of 2012 on PV TV. It is a private cable television, specializing in hunting and fishing. Apart from Hungary, where it is available in 1,100,000 households, this television is watched in synchronization or subtitles in Romania in four million households, 150,000 households in Bulgaria, 340,000 in Slovakia, 300,000 in the Czech Republic and around 200,000 households in Serbia. So, the film about Kopački rit could be seen in as many as six million homes. Apart from PV TV, Mr. Zákonyi also published articles about Kopački rit in the print magazines Sporthorgász and Magyar Turista.

NETHERLANDS

WRITTEN MATERIAL

Mr. Hans Bouman was awarded for an article about the Kvarner islands of Krk, Cres and Lošinj published in the tourist magazine Reiz & Magazine, which is published 11 times a year in almost 50,000 copies. The trip to the Kvarner islands Hans Bouman begins on Krk where he meets foreign tourists, stops in Vrbnik, Punat, on the island of Košljun and describes the nature of the island with more plants than in the whole of Great Britain. From Krk via Cres, the writer arrives on Lošinj, visits its towns and describes the research center for the protection of dolphins. On Cres, he visits the largest volunteer center in Europe for the protection of griffon vultures.

POLAND**RADIO REPORT**

Mr. Łukasz Walewski was awarded for four reports on Zagreb and Plitvice Lakes that were broadcast live in late August and early September 2011 as part of the very popular reportage series "Zapraszamy do trójki" of the 3rd program of Polish Radio. These shows conveyed the lifestyle of Zagreb and the atmosphere and beauty of Plitvice Lakes to Polish listeners. The author talked to the residents in Zagreb, asked them what they thought about the European Union, and with numerous tourists, including Poles. Many Polish tourists took part in reporting from Plitvice Lakes and described their impressions of Croatia.

Łukasz Walewski has been a permanent political reporter from Poland and abroad since 2008 and a host on the 3rd program of Polish Radio. In a relatively short career, this future star of Polish journalism has had notable reports, most of which were broadcast live from numerous countries around the world on the occasion of the most important cultural and political events. He started his journalistic career as a student of international relations at the University of Łódź in 2007, and as a journalist he worked on the most famous news TV station TVN 24 and on the Polish radio Zet in Warsaw. He completed his studies in Granada (Spain) and is fluent in English, Spanish and German.

9**RUSSIA AND UKRAINE****RUSSIA****WRITTEN MATERIAL**

Mr. Yurlov Sergey (Nikolaevich) was awarded for five articles published in the magazine Turizam & Otdih in which he describes the peculiarities of the Croatian coast, the cultural heritage of Dubrovnik and Split and the beauties of Zagreb, Plitvice Lakes and Istria. Among the specialties that tourists must see on the largest Croatian peninsula, the author, along with the cities on the coast and in the interior, singled out gastronomic delicacies such as truffles, Istrian soup, prosciutto and kazun.

Yurlov Sergey (Nikolaevich) was born in 1972, is the editor-in-chief of the magazine Turizam & Otdih, and previously edited the magazines Voyage and The Economist and ran the publishing house Otkritaja sistema. Until 2007, he wrote mainly on economic and business topics and collaborated with well-known magazines, such as the Harvard Business Review and Fast Company. He also writes columns for Kommersant, Playboy and Lisa, in which he has his own music column.

UKRAINE

WRITTEN MATERIAL

Ms. Tripolskaya Olga Alexandrovna was awarded for an article published in the Ukrainian magazine Mir Otdiha i bisnessa.

She is the author and editor-in-chief of the magazine, and before that she worked in several other magazines dedicated to tourism. She was also the marketing director of the Ukrainian magazine Puteshestvenik, the editor-in-chief of the travel magazine Travel News and the director of the magazine Stranik.

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USA AND CANADA

WRITTEN MATERIAL

Messrs. Mike DeSimone and Jeff Janssen were awarded as authors of the text "Croatia in Living Color", published in the highly regarded American magazine Wine Enthusiast. The seven-page article describes Croatia as the homeland of Marco Polo and a country ideal for lovers of "historic wines" and good food, intertwined with various influences from Italy to Eastern Europe.

Mike DeSimoe and Jeff Jense, also known as the "World Wine Guys," are respected American journalists covering the topics of wine, drink, and travel. Wine Guys writes for Wine Enthusiast Magazine, Wine Spectator, Saveur.com, Shermans Travel, etc. When not traveling the world in search of the next good wine as judges they participate in many prestigious wine exhibitions.

TV REPORTAGE

Ms. Ashley Colburne was awarded as the producer of the show "Take Off with Ashley Colburn; Croatia" becomes Wealth TV. The show was filmed during 2010 and premiered on January 30, 2011. It has since been shown twice a month for 30 minutes.

Wealth TV is cable television that is watched by 120 million viewers in America. The target audience is well-off, and offers facilities that include travel, gastronomy, cars and the like.

Ashley Colburn began her career as a presenter, producer and journalist for Wealth TV in 2009. The first show she produced, "WOW Croatia" won the prestigious Emmy Award in 2010. This year, she opened her own production company, Ashley Colburn Production, and continued filming the travelogue project "Take Off With Ashley Colburn".

NORWAY

WRITTEN MATERIAL

Mr. Runar Larsen was awarded for a series of reports "Europas vakreste skjaergård" (The Most Beautiful Archipelago in Europe) published in the Norwegian travel magazine Zine Travel and on the website www.magasinetreiselyst.no. In a thematic issue dedicated to Croatia, the author also informs about gastronomy, oenology in Istria, cruises in Dalmatia, active holidays in Omiš and the island of Hvar, a favourite of celebrities.

Rune Larsen is a journalist of the younger generation who, like most of his peers, did not know much about Croatia before coming. His knowledge of our country was partly burdened by the picture of the settlement and war of the 1990s. He came to Croatia in 2010 as a backpacker, when he travelled the coast from Dubrovnik to Istria.

He was so fascinated by Croatia that almost the entire March issue of the magazine was dedicated to her. At every step of his journey, Runar Larsen meets his compatriots who recount his experiences from

holidays in Croatia and recommend new adventures, from mini cruises "Aphrodite" from Split to Hvar and Brač, fantastic parties on Hvar, rafting on the Cetina and adventure pirate race, to gastro -sensation in Istria. The dramatic beauty and diversity, the casual style and way of life of the Croatian Mediterranean inspired the author, so he manages to make the destination desirable to the younger Norwegian audience in terms of style and emotion. The reports are enriched with photographs, most of which were taken by the author himself.

SLOVAKIA

WRITTEN MATERIAL

Mr. Mikuláš Sliacky was awarded for the report "Nechod'te k moru. Chod'te na more" (Don't go to the sea. Go to the sea) published in the magazine FORBES SLOVENSKO. A report released in June 2011 presents Croatia as a favourite destination of Slovak tourists who mostly spend their holidays only on the beaches. He encourages them to spend their holidays differently and more interestingly - e.g. on a yacht, bicycle or lighthouse. He recommends the Adriatic "under sail", as one of the most beautiful opportunities to get to know the Croatian islands, national parks and cities from the open sea. He states what sailing on a yacht offers in relation to a vacation on the coast: "Diving in bays that are not accessible from the mainland, getting to know and photographing unknown places and hamlets on the islands and their monuments, tasting gourmet specialties and wines of certain regions, swimming and swimming in virgin bays". The author recommends a combination of sailing and cycling tourism on the islands and a holiday at attractive lighthouses. At the end of the report, he writes: "The Adriatic is allegedly a Slovak sea. And that is why it is appropriate to meet him in some other way than from the coast, so only from its ends. So let's forget about lounging on the beaches under umbrellas, start from the position of the inhabitants of the mainland and go to the sea. When it is already ours.", which paraphrased the long-standing slogan of the CNTB on the Slovak market. Do you know where the Slovak Sea is? Of course, in Croatia".

Mikuláš Sliacky currently writes for the daily newspaper SME and for the magazine FORBES SLOVENSKO. In the author's publication form, he dedicates himself to reporting genres, commentaries, travel reports

and feuilletons. He is engaged in caricature and newspaper and magazine illustrations. He has participated in many domestic and foreign exhibitions and has won several awards.

SLOVENIA

WRITTEN MATERIAL

Ms. Duša Podbevšek Bedrač was awarded for the report "Experience Neanderthals in the Big Bang" published in the magazine Hopla. The article was written after a tour of Hrvatsko Zagorje, Lika and Rijeka, which she described as "a new mosaic in the great mosaic of beautiful Croatia".

This native of Ljubljana met tourism professionally in the first year of her journalism studies, when she worked part-time as a tourist guide. She soon became famous as a journalist "who knows tourism" and was elected a permanent member of today's Tourist Association of Slovenia, and is active in the world association of tourist journalists FIJET. She wrote about tourism for many years for the daily magazine Dnevnik, and when the new weekly Hopla started publishing 15 years ago, she moved to their editorial office. According to the latest research, Hopla magazine is read equally by men and women under the age of 50, and reaches about 75,000 readers. The magazine deals with current weekly topics, both social and political, as well as tourism, in an interesting and relaxed way.

CZECH REPUBLIC

RADIO REPORT

Mr. Martin Ježek was awarded for a series of reports on Croatia that were broadcast in the show "Ježkovy oči" on the station Český rozhlas 2 Praha.

Martin Ježek (1978), a radio journalist and correspondent from abroad, began working as a journalist in high school, when as a student he hosted a German-language show on Radio Ramasari in Weiden, Bavaria. The path then led him via Radio Plzen to Czech Radio 1 - Radiožurnál, where he worked as a member of

the foreign policy newsroom. For years he participated in the project of summer broadcasting of Czech Radio from studios in Split.

So far, he has broadcast a number of reports on Croatia, from political topics, topics from life to tourist reports and service information. He is currently working as a host and journalist of the Czech Radio 2 Prague, where he prepares the daily author's column "Hedgehog's Eyes", hosts show on Radio Praha and Radio Leonard.

SPAIN

WRITTEN MATERIAL

Mr. Carolos Pascual was awarded for a report on Dubrovnik published in the monthly Viajes National Geographic in January 2011. The article entitled JEWEL OF THE DALMATIAN COAST - DUBROVNIK (JOYA DE LA COSTA DALMATA - DUBROVNIK) talks about the history of the city, its attractions and cultural and historical heritage and presents it as a unique jewel of the Dalmatian coast that is not bypassed when arriving in Croatia.

Freelance journalist Carlos Pascual holds a bachelor's degree in philosophy and art history, led an editorial team for more than a decade (1970-1982), wrote a dozen books, and published numerous articles in newspapers and magazines. He writes regularly for El País, Viajar, Viajes de National Geographic and occasionally in Condé Nast, Lonely Planet, Rondo Iberia and others. He has won several journalism awards. He visited Croatia for the first time in 1983 and since then he has returned many times as a big fan of our music, culture and landscape. He speaks six languages and is a fan of opera, photography and animals.

TV REPORTAGE

Mr. Lucas Goicoechea Lamarca, editor of the "Callejeros Viajero" program, was awarded for a travel report on beaches in Croatia, shown in August last year on the national TV channel LA CUATRO. The entire show "Callejeros Viajeros", lasting 60 minutes, was dedicated to Croatian beaches. Each show is dedicated to one country, region or city, with a strong emphasis on meeting the local population. It reveals different

aspects of the country and cities to viewers through an entertaining-travel prism. The program has been broadcast regularly for three years, and to date has shown more than 160 shows around the world.

Lucas Goicoeche Lamarca was born in Vitoria (Basque Country) and graduated in audio-visual communication at the University of the Basque Country with a master's degree in audio-visual journalism. He has worked as a announcer and editor on radio and television channels in the Basque Country, and since 2004 has edited television shows and radio news in Madrid. In 2008, he joined the show "Mornings on the TV channel Cuatro", and for the last two years he has been working as a journalist in the production company Molinos de Papel. He collaborated on the summer show "Ola Ola", and is currently working on reports for the shows "Callejeros" and "Callejeros Viajeros", which are broadcast weekly on the Cuatro channel.