

2013

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: CHURCH OF ST. DONATUS (JULIEN DUVAL)

www.croatia.hr

Zadar

GOLDEN PEN MEDIA AWARD 2013.

ZADAR

The winners of the Grand Prix Golden Pen for 2012, which the Croatian National Tourist Board awards to foreign journalists for their contribution to the promotion of Croatian tourism in the world are Marie Claire Digby, a journalist for The Irish Times magazine and Verica Marušić, a journalist for TV channel Vaš kanal. The ninth awarding of the Golden Pen was organized in the church of St. Donat in Zadar, and the awards were given by the director of the CNTB Main Office Meri Matešić and the Assistant Minister of Tourism Davor Ižaković.

Almost all tourist destinations in Croatia were visited by 552 journalists in our organization last year, said CNTB Director Meri Matešić, adding that all reports by foreign journalists published in the world media are extremely important for the promotion of Croatian tourism. In addition to the winners of special Grand Prix awards, the Golden Pen was awarded to 10 print journalists, 6 television journalists and one radio journalist in recognition of the promotion of tourist Croatia in their countries.

1

The Golden Pen is awarded once a year, and the candidates are nominated by the Croatian National Tourist Board in the world in two categories: for the best printed material and the best TV or radio show. This year, 18 papers from the press, 11 television reports and two radio reports from a total of 20 markets were nominated for the Golden Pen. Nominated journalists come from all over the world and in the past year they presented the beauties and tourist offer of Croatia in a special way with their writing and reports. The finalist journalists stayed in Zadar from April 19 to 21 and got to know the potentials of the city and its surroundings in a special program.

The Golden Pen Award is given to reports created as a result of study trips, in which foreign authors have recognized and in an exceptional way conveyed to their audience the authenticity, tradition and beauty of Croatia. Thanks to the inventor of the pen, Slavoljub Penkala, the fountain pen and the ballpoint pen, as a kind of symbols of the journalistic profession, have just left Croatia for the world.



GRAND PRIX FOR THE BEST WRITTEN MATERIAL OF 2012

IRELAND

The winner of the Grand Prix Golden Pen Award for Best Written Material for 2012 is Mary Claire Digby, a journalist for The Irish Times magazine.

Journalist Mary Claire Digby was awarded the Golden Pen for her article "On The Truffle Trail" published in October 2012 in The Irish Times Magazine, which describes the gastronomic offer of Istria in a picturesque and very informative way.

Marie Claire Digby works as the deputy editor of The Irish Times sub-list, and also writes about food and travel and has her own weekly column, Food File, in The Irish Times Saturday. She previously worked as a correspondent and deputy editor for The Irish Field. Marie Calire has been working for The Irish Times since 1984.



GRAND PRIX FOR THE BEST TV MATERIAL OF 2012

SLOVENIA

Slovenian journalist Verica Marušič received the Golden Pen for the half-hour show "In the Embrace of Croatian Places" broadcast in 2011 on the Slovenian TV station Vaš kanal.

Journalist Verica Marušič has been working for many years as a host and editor of several shows, and a correspondent from Bela krajina - an area that is closely connected with Croatia.

The nominated show "V objemu hrvatskih mest" is a half-hour evening show in top time, which last year hosted representatives of five Croatian cities who were proud of the title of the most successful and most organized Croatian city - winners of the CNTB, Blue and Green Flower awards in 2011.



WINNERS

AUSTRIA

WRITTEN MATERIAL

Mrs. Gabi Weiss was born in Vienna. After a formal education in marketing in the economy, and years spent in marketing agencies, Ms. Weiss devoted herself in 2004 to writing and journalism.

In the Austrian magazine Active Beauty, she published a 6-page report entitled "Land der tausend Inseln". In the report, the journalist presented our many islands, beaches and the sea in a special and picturesque way, with special reference to the Blue Flags.

BELGIUM

WRITTEN MATERIAL

Mark Gielen is a well-known Belgian travel writer and photographer with many years of experience in the Belgian media. He did radio reports for national television, radio, daily newspapers and magazines.

In cooperation with the Representation of the Croatian National Tourist Board in Brussels, he made a publication about Croatia that will be distributed throughout Belgium. A special edition dedicated to Croatia includes an overview of the whole of Croatia from Prevlaka and Savudrija all the way to Ilok and is made in three language variants: Dutch, French and German.

FRANCE

TV REPORTAGE

Aurine Crémieu is a producer for TV documentaries for France 2, France 5, Arte, Styliia, etc. She was nominated for two episodes of "Epicierie Fine" about Croatia broadcast on TV5 Monde. In a 26-minute report, French chef Guy Martin presented 2 Istrian products: boškari and fish and seafood. With the help of enthusiasts from Istria, the French chef talks about the preservation of boškari, its history and the incredible quality of the product.

5

ITALY

TV REPORTAGE

Giampaolo Moreschi, Production Director of Correndo per il Mondo (Running Around the World), is a financial consultant, but his passion is photography, literature and travel. He started TV production thanks to his friend Robert Giordano.

Roberto Giordano is the creator and host of the show Running Around the World. The topic of the nominated report is the Plitvice Marathon and the beauty of the Kvarner archipelago from Opatija to Krk, Rab, Cres and Lošinj. While one team of journalists was in Kvarner, the other was filming the 27th marathon on Plitvice Lakes, in which the host of the show, Roberto Giordano, also took part in the race.

JAPAN

WRITTEN MATERIAL

Ms. Makiko Taguchi is an editor who has written a series of reports combined under the title Co-trip "Croatia". These are new types of reports in Japan, because they are made for active women in their thirties, who most often work and travel around the world in their free time.

TV MATERIAL

Mr. Naomasa Furukawa has been a television producer in Brain production for many years and during his career he has realized a number of reports and television shows.

Mr. Furukawa was nominated for a 120-minute television report "Echoes of Japanese Music at the Dubrovnik World Heritage Site" and was seen by several million viewers.

HUNGARY

WRITTEN MATERIAL

Béla Lendvai is a well-known Hungarian journalist, MTI correspondent. It follows everything that can be interesting and useful to Hungarian readers, both those who have been to Croatia and those who have not yet decided on Croatia.

He was nominated for the Golden Pen for his exceptional contribution to the promotion of Croatian tourism during 2012. Mr. Lendvai has written 82 articles on topics related to travel to Croatia. Bela Lendvai

also published one whole book; "Adriakék, tengerzöld" ("Adriatic blue, sea greenery", page www.adriakek.hu) The book has long been on the list of most popular books in Hungary, and is also on Facebook.

GERMANY

WRITTEN MATERIAL

Author Titus Arnu works and has worked in numerous daily newspapers and magazines. He was the chief reporter of the women's magazine Glamor and the executive editor of the Süddeutsche Zeitung. Today he works as a freelance author for the well-known editorial offices of Spiegel, Geo, mare, Brigitte, Vogue and others. He has his own monthly column in Natur magazine.

In the edition of the leading magazine about travel in Germany - GEO Saison, a report about Dubrovnik was published as part of the title topic of this issue "The best period for a city break".

TV MATERIAL

Author Mirjana Momirović has been working as a freelance author / journalist for various public TV stations such as ZDF, ARTE, NDR, WDR since 1993. In 2003 he founded the independent production company MicaFilm.

The show about Opatija is one in a series of shows entitled "Die große Seebäder" in the program of the German-French television ARTE and becomes WDR. The author takes us on a journey through the past and present of Opatija, which has developed from a fishing village into a famous health resort and elite destination.

TV MATERIAL

Author Barbara Mai has been working for Bayerisches Fernsehen since 1979. He conceives a special cycle of shows "Nachbarn" (Neighbors), which follows the development in neighbouring countries on the way to the European Union.

In a 30-minute report, the author presents the beauties of Croatian national parks: Sj. Velebit, Risnjak, Paklenica, and Mljet. Apart from the mountain tops, the author also takes us to Kutarevo to a shelter for young bears, to the source of the river Kupa, to the Mljet submarine, which hides a coral reef.

POLAND

WRITTEN MATERIAL

Ana Olej-Kobus and Krzysztof Kobus are well-known travel writers, photographers and journalists. They have been working as independent authors since 2000.

The authors in the July issue of the National Geographic Society, "Mali podróżnicy w wielkim świecie" (Little Travel Writers in the Big World), have made a manual for traveling around Croatia with minor children. The nominated text is a practical guide for parents traveling with underage children. It is also the diary of Ana and Krzysztof, often written in the third person on behalf of their children as they behave in different situations.

FINLAND

WRITTEN MATERIAL

Journalist g. Ilkka Pernu and photographer Hanna Koikkalainen were nominated for a report published in the Finnish magazine Mondo Travel Magazine. The authors visited Dubrovnik and the island of Mljet and published a report on them, accompanied by a series of photographs.

Ilkka Pernu is a Finnish freelance journalist, author of several travel reports and articles for various Finnish media.

Hanna Koikkalainen is a photographer from Finland who has been working as a freelancer for various Finnish newspapers and magazines for the last ten years. In addition to photography, he also does his own photographic projects.

SLOVENIA

WRITTEN MATERIAL

Journalist Tina Hižar graduated from the Faculty of Sports, and she has been dealing with journalism, her great love, for many years now. In the beginning, she edited the supplement of the Diary for young people Antena, today she is employed at the Diary as the editor of the Free Time column.

The report in the written magazine Dnevnik was written after a study trip to Istria and Kvarner. The report "Where guests return as friends" follows the course of the trip, and looks back at all the places visited that delighted the Slovenian journalist.

USA AND CANADA

WRITTEN MATERIAL

Suzanne Morphet is a professional journalist with over 20 years of experience. He writes regularly for several American and Canadian newspapers and magazines, including the Calgary Herald, the Edmonton Journal, The Globe and Mail, the Dallas Morning News, and more. Suzanne Morphet is an active member of the Canadian Association of Professional Journalists.

In a six-page article, published in the Sunday edition of the Dallas Morning News, the journalist describes her stay in the Dubrovnik area on the islands of Šipan, Kalamota and Lopud, which are less known to tourists.

TV MATERIAL

Jody Ness, a wine portfolio manager, is an entrepreneur, caterer and wine lover. The owner and head chef at the Wildfire Steakhouse in Toronto, Canada, has more than 20 years of experience in the culinary and service industries. As head of the wine portfolio, her mission is to explore the world in search of the best wine and food.

Kevin Fox, director of Wine Portfolio, is also president of Re: Source Media, an award-winning production company headquartered in Toronto, New York and Bangkok. Every week, Kevin's shows reach millions of viewers from six continents. The TV show "Wine Portfolio; Croatia; Europe's Best Kept Secret" was filmed during a 2011 study trip organized by the Croatian National Tourist Board and premiered in April 2012 on CNBC World.

CZECH REPUBLIC

WRITTEN MATERIAL

10

Milan Vodička was nominated for an article entitled "ADRIATIC CITIES IN FOUR DAYS" published in Magazín Víkend, a weekly supplement to the daily MF DNES. The 4-page article describes 4 Dalmatian cities, Šibenik, Trogir, Zadar and Split, and gives 5 more ideas that not everyone should miss when visiting Croatia: Dubrovnik, Rovinj, Plitvice Lakes and Hum.

RADIO REPORTAGE

Martin Dorazín is the editor-in-chief of the 1st program of the Czech Radio, RADIOŽURNÁL. He has been working on the radio since 1990. He spent most of his working life as an external reporter from Russia, the Balkans and Poland.

The journalist is nominated for reports entitled "Sun, sea and steep slopes. This is the secret of Croatian wine "(Slunce, moře, strmé svahy. To je tajemství chorvatského vína) and" Olives are not a plastic bag,

says the Croatian olive oil producer "(Olivy nejsou igelitový sáček, říká chorvatský výrobce olivového oleje).

The report "Sun, sea..." was filmed on Pelješac during the author's visit to Dingač, and the report "Olives are not,, "was filmed in the vicinity of Tribunj during the olive harvest.