

2014

**CROATIA**  
*Full of life*

# GOLDEN PEN media award



PHOTO: ST. JAMES CATHEDRAL (ZORAN JELAČA)

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Šibenik

## GOLDEN PEN MEDIA AWARD 2014.

### ŠIBENIK

On April 26, 2014, the Golden Pen Award ceremony was held at the Šibenik Theatre, which is awarded by the Croatian National Tourist Board to foreign tourist journalists for published material about Croatia on foreign markets for the past year. Among 35 awarded journalists from 22 countries nominated by CNTB offices and branches in the world, the Grand Prix for the best-printed material published in the year 2013 went to French journalist Sophie Massalovitch, while Ignas Krupavicius, a journalist of the Lithuanian TV station LRT, was awarded for the best TV material about Croatia.

At the award ceremony, the awards were presented by the Deputy Minister of Tourism Mr. Ratomir Ivičić, Šibenik-Knin County Prefect Mr. Goran Pauk, Šibenik Mayor Mr. Željko Burić, Šibenik-Knin County Tourist Board Director Ms. Željana Šikić and Šibenik Tourist Board Director Mr. Dino Karađole

The host of the award, the tenth in a row, was the Šibenik-Knin County, and a rich accompanying program was organized for journalists. On the first day, the journalists toured Šibenik and attended a falconry performance in the Medieval Monastery Garden, while dinner in the Dalmatian Ethno village was accompanied by a music program. On the day of the award ceremony, a boat trip was organized through the channel of St. Ante, a visit to Skradin and a tour of the Krka National Park, as well as lunch at a farm with a music performers klapa. On the evening of the award ceremony, a performance by the Šibenik City Guard was organized.

The stay in Šibenik-Knin County was rounded up with a Sunday visit to the Museum of the City of Šibenik and coffee on the Šibenik waterfront, as well as a tasting of Dalmatian delicacies in the tourist farm.



Photo: CNTB

## **GRAND PRIX FOR THE BEST WRITTEN MATERIAL IN 2013**

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### **FRANCE**

Sophie Massalovitch is an experienced freelance journalist who regularly writes for well-read magazines, the women's magazine "Avantages" and the business magazine "Challenges", very often about Croatia.

Her article published in Avantages magazine is an appealing tourist story that describes Dubrovnik as a city that makes the pleasure of walking new and interesting, while an article published in Challenges magazine promotes Split in winter and suggests readers take advantage of cheap flights to Split in December.

Sophie Massalovitch is extremely familiar with Croatia, its history, culture and tourist offer, and during the last four years she has published a dozen articles about Croatia, and contributed to the publication of many books and guides about Croatia.



Photo: CNTB

## **GRAND PRIX FOR THE BEST TV MATERIAL IN 2013**

### **LITHUANIA**

Ignas Krupavicius is a journalist, editor and host of the show "Good Morning, Lithuania" (Labas rytas, Lietuva), the morning program of the Lithuanian national TV company LRT, which shows short travel articles.

In October 2013, Krupavicius filmed a series of TV reports about Croatia in which he presented inspiring destinations to viewers through his daily life and which were broadcast in the aforementioned morning program during October and November last year, and will continue in 2014.



Photo: CNTB

## WINNERS

### AUSTRIA

#### WRITTEN MATERIAL

Michael Bernleitner has been a long-time devotee of Croatia and has authored a series of reports and articles about our beautiful country. Ten page articles published in Motomobil magazine „VOM KARST ZUR KÜSTE“and „ZEITREISE ZUR ADRIA“ have been dedicated to both continental and coastal Croatia starting from Slavonia and Baranja all the way down to Dubrovnik. He also featured Istria region with an emphasis on cycling tours which resulted in an increase of a demand in that particular segment.

## BELGIUM

### WRITTEN MATERIAL

Anna Rozenberg began her career at the company Samos, and for the last eight years has been writing for the magazine Touring Explorer. Touring Explorer is the magazine of the Belgian Automobile Club, TOURING. Anna Rozenberg is the coordinator and editor of the magazine, devises cultural programmes and writes articles about tourism. She is being awarded for the four-page article „Green Croatia „where she discovers the beauties of Central Croatia.

### TV REPORTING

Hans Depuydt has been editor in chief of broadcasts of TV show 'Vlaanderen Vakantieland' since February 2002 and is responsible for the broadcasting of programmes. Sandra Naelaerts is the editor of the travel programme, 'Vlaanderen Vakantieland'. Her first report covered the city of Split, Blato and the town of Korčula describing the Mediterranean life in Croatian way. The second report dealt with the town and island of Hvar, Pakleni Islands, the island of Brač and parts of Pelješac peninsula.

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## CZECH REPUBLIC

### TV REPORTING

Maria and Martin Froydovi are awarded for the TV programme „Kluci v Akci – Vaříme v Chorvatsku“/„Guys in Action – We are cooking in Croatia“. It is a very interesting programme concept where two young and well-known Czech chefs prepare a meal together, either themed or in the company of other chefs or interesting guests. In addition to Czech cooking, the TV programme devotes itself to foreign gastronomy. Croatian gastronomy was shown in two TV shows and covered Istrian and Zagorje cuisine.

## SLOVAKIA

### WRITTEN MATERIAL

Mrs Simona Slováková is a Slovakian journalist who has been working freelance for several years. The nominated story „Unknown Croatia“, which was published in the June edition of the most popular Slovakian social weekly „Život“ („Life“) invites its readers to get acquainted with Croatia outside of the summer tourist season.

## HUNGARY

### RADIO REPORTING

Dr. Kiss Róbert Richard (pronunciation; Kiš Robert Rihard) winner of numerous journalist awards in Hungary is the author of several professional and also popular books and is a professor at several universities. On the commercial Hungarian radio station „Info Rádió“ he edits and directs the programme about tourism „Világszám“ (pronunciation; vilagsam – long „a“), and during 2013 he regularly broadcasted the most important news and information about Croatia and Croatian tourism; apart from which, he also broadcasted several special topics on Croatia, about Dubrovnik and sailing in Croatia.

## GERMANY

### WRITTEN MATERIAL

In the March issue of the Lufthansa inflight magazine a front-page report on the Croatian coastline, „Kolassale Küste: Eine kroatische Reise“ („Colossal coast: a Croatian journey“) was published. The author, Marc Bielefeld, guides us on an interesting five-day journey in Dalmatia from Zadar to Cavtat, providing readers with recommendations for the best routes. Marc Bielefeld lives and works in Hamburg and writes as a freelance journalist. His articles are published in the most important media in Germany such as Stern, Die Zeit, Lufthansa-Magazin, Süddeutsche Zeitung, Merian, Mare etc.

## POLAND

### WRITTEN MATERIAL

Krzysztof Olejnik is editor in chief of the WIATR nautical magazine. He continually releases important and useful information about Croatian nautical tourism (regulations, events and regattas). The magazine WIATR is a specialist magazine for Polish boaters, published every month and distributed free of charge in the whole of Poland. In December 2013 the magazine WIATR published eight pages about Croatia, above all for the purposes of boaters. The eight published pages about Croatian nautical tourism are essentially the questions and answers which Polish sailors most often raise.

## CANADA

### TV REPORTING

Jean Michel Dufaux is a travel journalist and Canadian television personality with more than 25 years of experience in the industry. Jean Michel travelled to Croatia during May 2013 in order to film two travel segments about Split and Dubrovnik. The journey resulted in three travel transmissions on CBC, the most popular Canadian French speaking channel, in the daytime programme Pour Le Plaisir.

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## SLOVENIA

### WRITTEN MATERIAL

Urška Petelin is executive editor of the culinary magazine, Dober Tek, and is author of numerous articles and reports as well as an excellent connoisseur of foreign cuisine. As a result of a study tour organised by the Croatian National Tourist Board, she composed an award-winning report, Razglednica s celine onstran meje, in which journalist introduced, in an interesting manner, the range of food and wine on offer in Međimurje, Varaždin, Krapina-Zagorje and Karlovac County.



#### TV MATERIAL

Nataša Zanuttini has been a radio journalist for three decades and for the last five years editor in chief of the daily news programme, Val 202. They created innovative radio show hosting representatives of individual regions who, at this occasion, spoke about current affairs in their areas. The programmes were authentic, dynamic and informative.

#### SWEDEN

##### WRITTEN MATERIAL

A four-page article named Split - Vision was published in the monthly magazine „Aftonbladet Resa “. It was a story about Split in which the authors Jonas Henningsson and Linda Gren present Split to the readers from a different angle, namely as an excellent food and wine destination and all in all a destination for having a good time.

#### DENMARK

##### WRITTEN MATERIAL

Henning Erik Larsen is a Danish journalist, who has spent the whole of his professional life in the media. In addition to travel reporting, he often writes about cars and film. His article, „Luksussejlad i Kroatien “with the sub title, „Mit Skipper und Alles “(Luxury Sailing in Croatia – with a skipper and all) is the experience of a group of journalists, who spent the Summer on a chartered boat with the local skipper.

#### JAPAN

#### TV MATERIAL

Mrs. Akiyo Takamura is a representative of the production house, Television Man Union. During her career she participated actively in the realisation of numerous amounts of reports and television broadcasts.

The television report „EU Member! Love and Courage-Heart Full Croatia “of the Japanese tourist programme „Discovery of the World's Mysteries “, was broadcasted nationally on Japanese television, TBS. The report presented Croatia as a destination recommended by everyone who visited it.

## SPAIN

### WRITTEN MATERIAL

Manena Munar wrote about Croatia several times. She has worked for years as a freelance journalist and photographer and collaborates with various media: the daily newspaper ABC and La Razón, the blog of the daily magazine, El Mundo- Ocho Leguas, the weekly, Yo Dona, the magazines, Rutas del Mundo and so on. The ten-page article „Dalmatia on the deck “(Dalmacia a bordo de una goleta) published in the magazine Rutas del Mundo describes natural and cultural heritage of Dalmatia and the islands.

## PORTUGAL

### TV REPORTING

Vanda Jorge is a Portuguese journalist from Lisbon. In the last 10 years she has devoted herself intensively to the journalism and art of the narrative in the television programme, Imagens de Marca. The TV programme, IMAGENS MARCA filmed and broadcasted on several occasions a 25-minute programme about Croatia. The focus of the show was to present Croatia as a tourist destination through Croatian brands, where they superbly incorporated into it interviews of people from our tourist and business milieu.

## RUSSIA AND UKRAINE

### RUSSIA

#### WRITTEN MATERIAL

Vorobljeva Olga – works on the journal, Discovery, since 2009, Graduate of the Moscow Economics Institute, member of the Society of Russian Journalists. In 2013 she published three articles about Croatia covering Lonjsko Polje and Plitvice Lakes.

### UKRAINE

#### TV MATERIAL

Nadiya Baziv is a professional journalist. She has worked at the National Television Company of Ukraine for more than 5 years. This is the only Ukrainian television channel which covers more than 97% of the territory of Ukraine. Its programmes are aimed at all social statuses of Ukrainian society and national minorities. Mrs. Baziv is awarded for 2 TV reports about Croatia which were shown on National Television of Ukraine in 2013.

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#### WRITTEN MATERIAL

Vladimir Mazur is editor in chief of the magazine, „Svijet Tourism “(World Tourism) in which have been published two articles about Croatia. The articles were published in total of eight pages.

### NETHERLANDS

#### WRITTEN MATERIAL

Suzanne van der Hout, editor, wrote an article in the magazine Talkies which is the result of a journalist's study tour covering 'wellness and activity holidays in Central and Southern Dalmatia'. The story begins in

Split, and continues to Makarska, Biokovo mountain, Metković, the museum of Naron, Pelješac peninsula and ends in Dubrovnik.