

2018

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: MOST MLADOSTI (JULIEN DUVAL)

www.croatia.hr

Osijek

GOLDEN PEN 2018.

OSIJEK

Croatian National Tourist Board traditionally organized for the 14th time in a row the Golden Pen awards and recognitions for foreign journalists and bloggers. This year the Golden Pen took place in Slavonia-Baranja region, precisely in Osijek in the period from June 12 to June 15. The entire program has also included 3 days long study trip and during trip journalists visited Osijek, Dalj, Erdut, Kopački Rit Nature park, Đakovo and many more attractive places in Slavonia and Baranja. Besides the Croatian National Tourist Board, as the holder and main organizer, this year's partners were the Tourist Board of Osijek-Baranja County.

This year's nominations by category for the Golden Pen have been forwarded by the Croatian Tourist Board offices abroad, including the following markets: Austria, Belgium, Czech Republic, France, Italy, Hungary, the Netherlands, Belgium, Germany, Poland, Russia, Ukraine, USA, Slovakia, Slovenia, Sweden, Denmark, Estonia and the United Kingdom. The awards are assigned for written material, for online article and blog, for TV and for the radio. This year 29 nominations have been received, and more precisely 32 journalists and bloggers participated to the awarding ceremony and the accompanying program which allowed them to see and meet the hosting destinations.



Photo: CNTB

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GRAND PRIX FOR THE BEST WRITTEN MATERIAL

GERMANY

Christine Hinkofer and **Beate Winterer** from the daily newspaper *Münchener Merkur*. In March 2017 *Merkur* published the first of three reportages about Slavonia as 'Croatia's most beautiful secret'. In the article over two pages she describes Slavonia as a preserved and original destination with good cuisine, good wines and excellent hosts. The series continued with a reportage entitled 'Slavonia and the recipe for happiness' which came out in April 2017, and 'Croatia for explorers', published in October 2017.



Photo: CNTB

GRAND PRIX FOR THE BEST TV COVERAGE

SLOVENIA

Mojca Mavec and **Jan Vasiljević** for Slovenian National TV – RTV Slovenija, for ‘Dobro Jutro’’. ‘Dobro Jutro’ (Good Morning) is the morning programme by the national TV channel RTV SLO. ‘Dobro Jutro’ is one of the most watched national television programmes. Mojca Mavec is the multitalented leader of various television shows, from informative to entertainment programmes. In Slovenia she is most famous for the documentary series about travelling ‘Čez Planke’, about people and different parts of the world, which she has been working for on Slovenian television since 2001.



Photo: CNTB

GRAND PRIX FOR THE BEST BLOG MATERIAL

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UNITED KINGDOM

Nina Ragusa blogger from blog Where in the world is Nina wrote blog post Architecture to Adventure: An Epic One-Week Road Trip Croatia Itinerary. In June 2017, Nina visited Croatia and on her blog she published a detailed and varied 7-day guide through Croatia which covered the regions from Pula and Plitvice Lakes to Split, Omiš and Makarska. Her trip was accompanied by excellent photographs which during her trip she published on social media daily. They were accompanied by the very positive reactions of her followers.



Photo: CNTB

WINNERS

AUSTRIA

WRITTEN MATERIAL

Gerhard Schillinger in his own particular way writes about the attractive destinations in Croatia, starting from Istria, then the Kvarner islands which he presents via their distinctive architecture, rich vegetation and nature, to the islands of Central Dalmatia and Dubrovnik. Mr Ranko Vlatković, director of the CNTB representative office in Austria accepted the award on Mr. Schillinger behalf.



Photo: CNTB

BELGIUM

WRITTEN MATERIAL

Sebastiaan Bedaux is a young freelance Belgian journalist who writes numerous travelogues for the leading Flemish daily newspapers and magazines. In his article 'Time machine with my mother' Sebastiaan took his mother to all the places which more than 30 years beforehand she visited with her father, describing the beauty of Dubrovnik and with the help of photographs from their family album from 30 years ago compared them with the current beauty of the city and the region.



Photo: CNTB

TV COVERAGE

Aurélie Bessaïh from RTBF Television and the proponent Sarah Yigit The programme ‘Les Belges du Bout du Monde’ (‘Belgians from the end of world’) from RTBT TV is a real ‘institution’ on national Belgian francophone television. In Croatia their host was the young Belgian, Sarah Yigit who found her new home in the Croatian capital. Sarah, who is also with us today, as a host to her guests from Belgium discovered her “new” city, or home, and during a tour revealed hidden corners of Zagreb and took her guests to some of her most favourite places in Croatia – to Opatija, to the islands of Cres and Krk, and also to Plitvice Lakes



Photo: CNTB

ESTONIA

TV COVERAGE

TV-show host, **Paavo Vambola** through a series of shows Programme Randur, from Istria to Zadar, Split, Omiš and the Makarska Riviera to the various museums of Zagreb, harmoniously portrays Croatia as the country of your dreams through the eyes of the young, former student. The romantic coastal scenery and landscapes of picturesque Dalmatian towns, accompanied by soothing Dalmatian tunes, captivates the audience in the enchanting spirits of Croatia.



Photo: CNTB

FRANCE

BLOG MATERIAL

Claudia Benedicte Henonin and Clement Le Pape, bloggers from blog CLO & CLEM. The video posts which this blogging pair publish have excellently conjured up Zagreb and the spirit of Zagreb's Christmas Fair which holds the title of the most beautiful European Christmas destination, the mediaeval castles and gastronomy of Zagorje, plus Varaždin and the Plitvice Lakes.



Photo: CNTB

ITALY

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WRITTEN MATERIAL

Giovanna (Vannina) Patanè is a freelance journalist who frequently publishes reportages about Croatia. The nominated reportage is the result of a study tour and is dedicated to the wine and food offer of Pelješac in the well-known Italian travel monthly, 'In viaggio', in which she successfully conjured up the experience between the narrow streets and stone houses, beautiful peaceful coves and sandy beaches, centuries-old olive groves and wine tradition of this peninsula.



Photo: CNTB

TV COVERAGE

Alessandro Antonino and Marco D'Amico from TV production Gray Out for Italian tv channel TV 2000. The programme 'Il mondo insieme' is shown every Sunday on TV 2000, and is led by the famous Italian hostess Licia Colò. The TV crew participated and filmed the 'Za križen' procession, which shows the religious and cultural identity of the inhabitants of the island of Hvar. Apart from Jelsa, the small fishing town and Vrboska, Little Venice, the Church of St Lawrence to the Church of St Mary of Mercy, the wine and food offer of the island was also shown.



Photo: CNTB

HUNGARY

WRITTEN MATERIAL

Jozsef Farago, in his text in a humorous and picturesque way, this distinctive author speaks about the 'cult of drinking coffee in Dalmatia' from Zadar to Dubrovnik. In his reportage he emphasises how in Dalmatia the consumption of coffee represents a 'kind of ritual' in the communication between people. This excellent journalist is also the author of a large number of articles about Croatia and several interesting books about beer or about rakija where amongst other things he speaks about the habits of Croats linked to the drinking of beer or rakija.



Photo: CNTB

NETHERLANDS

WRITTEN MATERIAL

Corno van den Berg, blogger and over more than 20 years has passed over every continent and visited more than 120 countries. He adores primaeval nature and adventure and is a real lover of Mother Nature. In the nominated blog Corno explores the natural beauty and cultural sights of Croatia, the beautiful Dalmatian coastline, the national parks, Split and Dubrovnik and Croatia's mountains.



Photo: CNTB

GERMANY

BLOG MATERIAL

Laura Lammel and Alex Ivanov, bloggers from blog Try Try Try. The author/blogger Laura Lammel, travels through the world and writes about her experience while Alex is filming and taking photographs. This makes it possible for them to capture even more impressions of the destination. Their post is a written and a video travel guide/diary showing what they experienced during their stay in Croatia: from the natural beauties of the three national parks in the Zadar region to the city of Zadar itself.



Photo: CNTB

TV COVERAGE

Daniel Webelholz is an editor of the show 'Abenteuer Leben' on PRO 7 TV. In this series, he travels with his specially designed half cooking pot from Istria to Zadar exploring the food culture and cuisine and learning how to cook traditional dishes, and so taking the viewers and their palate on an adventurous culinary journey through Croatia.



Photo: CNTB

POLAND

WRITTEN MATERIAL

Anna Jastrzebska is a freelance journalist and true lover of Croatia. The article was published...The article itself over 10 pages is the result of her visit to the city of Pula with all her actual experiences and great photos. The article was published in Kaleidoscope LOT Polish airlines magazine.



Photo: CNTB

TV MATERIAL

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Justyna Adamska and Przemyslaw Adamski from Television Poland SA – Poland In Mr Adamski’s TV emission about the Christmas Fair in Zagreb he described not only the Christmas Fair’s attractions but also has shown all the conversations with the locals. In this way, he has presented Croatia as an open, warm and hospitable country, as we are.



Photo: CNTB

RUSSIA

ONLINE MATERIAL

Elena Myagkova, a young and talented journalist from St Petersburg. In 2017, she wrote an interesting article about Advent in Zagreb - places to visit, where and what to eat, what to buy and what to do. She makes it clear that it is great to visit the city not only during the Advent period, but all year round, naming the 5 main reasons for her trip with picturesque photos.



Photo: CNTB

USA

WRITTEN MATERIAL

David Farley's articles have appeared in numerous tier 1 publications around the world. He writes about food and travel and is a contributing writer at AFAR. He also writes for the New York Times, the Washington Post, the Wall Street Journal, Conde Nast Traveler, National Geographic Traveler, and the San Francisco Chronicle, among others. His writings have won him Lowell Thomas Travel Journalism Awards, as well as a Folio Award, and several Solas Awards.



Photo: CNTB

BLOG MATERIAL

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Elaine Ying Yang, is a top blogger based in Los Angeles and writes for the blog Nylon Pink. She has been regularly featured in print and media publications around the world: including Rolling Stone, FHM, MTV, BuzzFeed, FWT Magazine (Food Wine Travel), SkyScanner and Traveling King, as well as the Huffington Post and more.



Photo: CNTB

SLOVENIA

WRITTEN MATERIAL

Mitja Zupančič, the famous Slovenian sailor a journalist, publisher, author of 'Svetilniki XIX' and TV documentaries 'Obrazi z Jadrana', expanded his previous work with a new comprehensive book with 432 pages and 504 authorial photographs. He takes his readers to 30 selected destinations on the Eastern Adriatic coast and the hinterland of the Adriatic islands. With his sailor's eyes, the author shows us the customs that he, through rich maritime heritage, begins to perceive in the wider cultural framework, to which Slovenes also belong.



Photo: CNTB

BLOG MATERIAL

Roni Kordiš, is in love with everything digital. In the digital world he is better known as Had, which is also the name of his blog - one of the most read in Slovenia. The life of this blogger is very specific, he is often a journalist, editor and photographer, a commercialist, and a public relations specialist. Among his texts, we can find publications about the Krka National Park, Hotel Park Split, Mali Lošinj, the village of Kotli near Hum and many others.



Photo: CNTB

UKRAINE

WRITTEN MATERIAL

Oleksandr Doroshenko, the journalist from Kiev has written a lot about tourism in Croatia, enjoys travelling and is an ambitious publisher of the popular Ukrainian 'World of Rest and Business' magazine which is printed in Russian as well.



Photo: CNTB

UNITED KINGDOM

WRITTEN MATERIAL

James Stewart wrote a remarkable guide to southern Dalmatia on several pages writing about Dubrovnik, Korčula, Vis, Brač, Split and Hvar. - "In India, it takes years of meditation to reach a sublime state of bliss. In Croatia, you can do it in a week or two. All you need is sunshine, a quiet pine-scrubbed cove, perhaps a good lunch of fresh fish and wine, certainly an empty diary, and you'll achieve a deliciously indolent state the Dalmatians call "fjaka". We call it holiday nirvana".



Photo: CNTB

CZECH REPUBLIC

BLOG MATERIAL

Veronika Tomanová is a journalist and awarded blogger who has dedicated her life to travelling the world. Although she has visited 40 countries, Veronika likes to return to Croatia and investigate new places. In her article '20 unique things to do in Slavonia' she describes the beauty of Slavonia that tourists still have to discover. She called Slavonia the "Cinderella of Croatia" and familiarises readers with the best locations and activities that Slavonia offers.



Photo: CNTB

RADIO MATERIAL

Pavel Novak, is author of series radio shows and broadcasts. The reportage entitled 'Legend of the unhappy love' contributed to the preservation of the Veliki Tabor castle in northwest Croatia. The first part of the reportage speaks about the legend of Veronika of Desenice and her unhappy love with Frederick of Celje. Apart from this reportage during a visit to Croatia the journalist also recorded three more reportages which were also published in the Czech Rozhlas: about mushrooming in Zagorje, about Ivana's House of Fairy Tales in Ogulin and the 'Presečki' old-timer car museum.



Photo: CNTB