

2005

CROATIA
Full of life

GOLDEN PEN media award



PHOTO: HRVATSKO NARODNO KAZALIŠTE
(M. GASPARIĆ / TZCZ)

www.croatia.hr

Zagreb

GOLDEN PEN 2005.

ZAGREB

The Croatian National Tourist Board Golden pen awards for the best published foreign tourism text, TV or radio show about Croatia, are being awarded today for the first time. At a special ceremony in the National hall, twenty-eight tourism journalists from sixteen countries around the world will receive this valuable award. A four-day study tour around Croatia is organized for all award winners. For every true devotee of the journalist profession this acknowledgement will have an added symbolic value because of the fact that Croatia, along with the cravat, is the home of the fountain pen and the mechanical graphite pencil. Namely, inventor engineer Slavoljub Penkala who worked and lived in Zagreb, in 1906. invented the first mechanical graphite pencil in the world and in 1907. he invented the first fountain pen in the world. At the beginning of the 20th century Penkala's pencils and fountain pens were exported to over 70 countries in the world.

The Croatian National Tourist Board hosted more than 880 foreign journalists from 24 countries throughout 2004. The value of all published written material amounts to about 55 million Euros, while aired TV and radio reports amounts to about 45 million Euros, which makes an impressive 100 million Euros altogether.



Photo: CNTB



Photo: Zagreb Tourist Board

GRAND PRIX FOR THE BEST WRITTEN MATERIAL IN 2004.

GERMANY

The journalist Uwe Rasche from Germany will receive the award for the best printed material about Croatia published abroad in 2004 – which in the renowned tourism magazine “Geo saison”, titled “Die schöne Adria” (The beautiful Adriatic) was published as a special supplement about Croatia on 20 colour pages with beautiful pictures, with an emphasis on the Adriatic coast, rich cultural-historical heritage, wine and gastro offer and a series of service information.

GRAND PRIX FOR THE BEST TV MATERIAL IN 2004.

FRANCE

The journalist Patrick de Carolis from France will receive the award for the best TV material about Croatia aired abroad in 2004 – a TV star in France who aired a special issue of the show “Des Racines et des Ailes” from Dubrovnik on French television. This high-budget French television show especially focused on Croatian history and culture, so that on the show Croatia was presented as a destination of cultural value with a rich and varied tourist offer. The total value of the project was over 10 million Euros.

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WINNERS

ITALY

The journalist Sergio Pains from the magazine “In viaggio” will receive the award for best printed material about Croatia published in 2004 on the Italian market for the report titled “Perle nel mare” – a special colour issue about Croatia on 183 pages which encompasses stories about Croatian cities and island and an abundance of photographs and interesting stories. Also, in the same category the journalist Franco Teruzzi and photograph Fausto Giaccone from the magazine “Weekend viaggio” will receive the award for their report titled “Ritiratto croato” – a report on Dalmatian on 27 colour pages (information, gastronomy, cultural – historical and natural heritage).

The director Danio Spaccapeli will receive the award for best TV material about Croatia aired on the Italian market for the report in the show “Sereno variable” – a special show about Croatia – on the TV station RAI with an emphasis on the Šibenik-Knin County, the Island of Rag, Goli Island, Sveti Grgur (Saint Gregory) and Pag.

HUNGARY

The journalist Kata Losonci will receive the award for best TV material about Croatia for her report aired on the commercial TV station HIR TV on the theme of “Croatia before the summer season”, for the show “Hirado” (news show) - report “Summer on the Adriatic” and the show “Keresztmetszet” – report “Croatia before the EU”.

FRANCE

The journalist Sophie Masalovitch will receive the award for best printed material about Croatia published in 2004 on the French market for the report titled “Croatie' l' e'blouissement” on 14 colour pages with an emphasis on tradition and gastronomy published in the magazine “ATMOSPHE'RES”, a monthly magazine with a circulation of 586,095 copies.

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UNITED KINGDOM

The journalist David Wickers will receive the award for best printed material about Croatia published in 2004 on the British market for his report in the Sunday Times titled “Croatian come back” in which he presents a complete guide to the Croatian tourist offer on three pages in segments: Croatian beaches, cultural heritage, islands, sailing, for the family, on active holidays. The circulation of this edition was 1,219,626 copies.

GERMANY

The journalist Dr. Eckart Diezemann will receive the award for best printed material about Croatia published in 2004 on the German market for his report in the magazine “Ärztliches Journal” which focuses

on the themes of travel and medicine – a 70 page colour supplement on Dalmatia with an emphasis on Dubrovnik.

The journalist Cornelia Volk will receive the award for best TV material about Croatia aired in 2004 on the German market for her report on the National Park Kornati – landscapes, water, sailing, MBR TV. The journalist Ingo Dubinski will also be awarded in this category will for her report “Mit Dubinski reisen – zwischen Adria und Mittelmeer” – about Dubrovnik and Pelješac.

SLOVAKIA

The journalist L’ubomir Motyčka will receive the award for best printed material about Croatia published in 2004 on the Slovak market, who is the editor of the magazine Cestovatel which regularly acquaints its readers with the natural and cultural riches of Croatia.

BELGIUM

The journalist Daniel Steevens will receive the award for the best printed material about Croatia published in 2004 on the Belgian market for his report on the Makarska Riviera, Zagreb and Croatian Zagorje published in the magazine “Travel magazine”.

The journalist Paul Jambers will receive the award for best TV material about Croatia aired in 2004 on the Belgian market for his 13 shows about the Croatian coast titled “Jambers” and aired on Belgian MTV.

USA

The journalist Jason Cochran will receive the award for the best printed material about Croatia published in 2004 on the American market for his report “The comeback of low-cost Croatia” on 7 colour pages in the magazine “Budget Travel”, which has a circulation of 557,275 copies.

POLAND

The journalists Elzbieta and Andzrej Lisowscy from the magazine "Podróże" will receive the award for the best printed material about Croatia published in 2004 on the Polish market for their report "Foldery nie kalmia" which gives information about the historical, cultural and national sights of Istra with useful information as well as photographs. The circulation of the magazine is 52,000 copies and it has some 200,000 readers.

SWITZERLAND

The journalist Jean - Claude Reamy of the magazine "Travel inside" will receive the award for the best printed material about Croatia published in 2004 on the Swiss market for his report "Counter inside Kroatien" on 12 colour pages, with circulation of 200,000 copies. It presents the cultural and natural heritage of Croatia and contains numerous service information.

RUSSIA

The journalist Marina Velikanova of the magazine "Moskovskij Komsomoletc" will receive the award for the best printed material about Croatia published in 2004 on the Russian market which has a circulation of 300,000 copies.

AUSTRIA

The journalist Uwe Mauch will receive the award for the best printed material about Croatia published in 2004 on the Austrian market for his report titled "Von der Oper ins Schweizerhaus" published in the daily newspaper "Kurier Wien" and his report "Mile und Nikola" published in the daily newspaper "Wiener Zeitung".

The journalist, producer and film director Hans Jöchler will receive the award for best TV material about Croatia aired in 2004 on the Austrian market for his film "Das Wasser vom Plitvice" which was aired on ORF.

CZECH REPUBLIC

The journalist Bohuslav Borovička will receive the award for the best printed material about Croatia published in 2004 on the Czech market for his report titled “Najhežči část Jadranu” which was published in the magazine “Sky”. The circulation of the magazine is 15,000 copies.

The journalist František Karvanek will receive the award for best TV material about Croatia aired in 2004 on the Czech market for his report on Gorski Kotar in the oldest Czech tourism-travel show “Objetiv” which is aired on Czech TV. František Karvanek is a long time editor of Czech TV, as of recently a freelance associate and journalist. To date he has filmed about 35 hours of material about Croatia.

SWEDEN

The journalist Magnus Västerbro will receive the award for the best printed material about Croatia published in 2004 on the Swedish market for his report “Dramatinska, storslagna Kroatien” which was printed in the magazine “Aalt om Resor” which has a circulation of 40,000 copies. It is the most noted and extensive report about Croatia in 2004 and contains practical advice regarding accommodation, beaches, shopping, the hospitality of local people, the cultural-historical heritage as well as the quality of the tourist offer as a whole.

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SLOVENIA

The journalist Sašo Meden will receive the award for the best printed material about Croatia published in 2004 on the Slovenian market for his series of article titled “Navtične rute” which were published in the specialised nautical magazine “Navtika capital”.

The journalist Štefan Celec will receive the award for best TV material about Croatia aired in 2004 on the Slovenian market for his documentary film titled “Križarjenje po Kvarnerskom zalivu” aired on the television station Kanal 10. The following destinations are included in the report: Opatija and the islands of Cres, Mali Lošinj, Rab and Krk.

NETHERLANDS

The journalist Thom Olink will receive the award for the best printed material about Croatia published in 2004 on the Dutch market for his report titled “Eindeloze kurst vol verrassingen” which was published in the magazine “Geassocieerde Persdiensten”.