



# Extra Donegal element in tomorrow's Apprentice programme

BY CONNIE DUFFY

Donegal features quite prominently in tomorrow night's second instalment of the new series of The Apprentice airing on TV3 at 9pm.

Letterkenny based Joanne Sweeney Burke is actually Project Manager of her team this week. The task is sponsored by The Irish Daily Mail and the teams are asked to pick ten up and coming Irish bands and artists to feature on an album that will be distributed by the paper.

Mojo Gogo will be featured on the show this week and their track 'This Isn't Love' will be on the CD with the paper Saturday, October 22. The boys hail from Donegal Town, Dungloe and Killybegs.

Apprentice boss, the no nonsense Bill Cullen forces the candidates to use their creativity and communication skills to the test as they are challenged to create a compilation CD, showcasing some of Ireland up-and-coming artists for The Irish Daily Mail.

Ireland has a buzzing live music scene with gigs every night of the week in every pub and music venue across the county. With so much talent in Ireland, The Irish Daily Mail was keen to nurture and encourage this by offering 20 bands the chance to have their music brought to a wider audience and what better way than featuring on TV3's biggest show and give some unsigned bands the opportunity to feature on a CD for the first time ever.

In what is considered to be one of the most exciting tasks of this series the Daily Mail start the search for the best of Irish Talent by putting the call out to Ireland's up and coming bands. Overwhelmed at the quantity and quality of the entries they received, a team of judges presided over hundreds of demos and whittled them down to a final forty. It was then up to Team Spirit and Team Zest to decide which bands would make the cut and have their track featured on the compi-

lation. Both teams are also tasked with designing the CD artwork, a full page ad for the newspaper and an accompanying marketing plan.

There are some embarrassing moments in the presentation as one team tries to explain why their album name is more 1950s Hop than 2011 Hip, while the other is left red faced as they fail to include the basics on their album cover!

Well... can it be any more difficult that last week's task - making sandwiches? Tune in and see!



Publication: Donegal on Sunday

Date: Sunday, October 09, 2011

Page: 6

Extract: 2 of 2

Circulation: 0

Author: CONNIE DUFFY

Headline: Extra Donegal element in tomorrow's Apprentice programme

---



Bill Cullen wants his competitors to make sweet music tomorrow night. Here with his partner, and former model, Jackie Lavin and PR "guru", Brian Purcell. he sets down a few rules and, above left, Joanne Sweeney Burke 0910CD75



Donegal band Mojo Gogo who feature in tomorrow night's programme too 0910CD74