

# Character Development Storyline

**Name: Jackson (1)**

**Age: Not Given**

**Location: Barton Hill, Bristol**

Now	Year 1	Year 2	Year 3	Year3+
<p>Drops into the settlement to check emails. Looking for more gigs. Trawling local pubs</p> <p>He hears about a multi-media project and a band member gets some multi-media training and learns about mixing video and audio discs</p>	<p>Got some advice from small business online about developing list of gigs</p> <p>Still using community access</p>	<p>Sets up a website to promote his band, he's hiring equipment i.e. lights and backdrops. Doing part time work via job search online. Gets his girl friend pregnant</p> <p><b>MUGGED!</b></p> <p>He gets mugged one night after a gig. He loses his guitar</p>	<p>He has to hire his equipment. His girl friend has given him a choice - it's her and the baby or gigging - so he decides he needs to concentrate on serious job search</p> <p>He secures some work in a warehouse but needs to use a computer</p> <p>He takes advantage of the e-learning and wireless networks to improve his skills.</p>	<p>Continues to work in the warehouse earning some decent money and doing the odd gig</p> <p>Now he has access at home he starts uploading his tracks online and starts to get more work as a result. Jackson and his mate, using their combined skills, produce a music video through digital television</p>

(Note: words in capitals denote a crisis or opportunity card)

**Workshop: Bristol Digital Challenge Group**

**Location: Barton Hill Community Centre, Bristol**

**Date:**

# Character Development Storyline

**Name: Janet**

**Age: Not Given**

**Location: Barton Hill, Bristol**

Now	Year 1	Year 2	Year 3	Year3+
<p>Janet is a single parent of one child. She has disabilities and long term health problems - housebound. She would like to work from home in her own time but needs equipment and training and protection of her benefits whilst trying to work. Her household would benefit from cheap phone calls and Internet access, preferably LAN.</p>	<p>Has contact with outside world to order goods and lessen isolation via phone and Internet. She can learn to train around her bad days and can earn a living potentially once fully competent.</p> <p>She also has benefit of access to support services re health and friends</p>	<p><b>CHILD FALLS VERY ILL</b></p> <p>Janet has got halfway through her core training to use computers, Internet and Skype. She realises that she has opened out her job prospects far more than first thought into using her skills to help with community work and other people in the area.</p> <p>She researches her child's health problems on the Net and contacts a specialist support group.</p> <p>Group set up a conference call/video meeting on a regional basis.</p> <p>Group use Janet's skills (volunteer work) to campaign for better health care and services in the community including fundraising</p> <p>Community volunteers help her with child-care</p>	<p>Janet feels that she has a role in the community helping others and through her efforts and excellent fundraising strategies is offered a job which suits her needs.</p> <p>She is able to work flexibly from home and uses video/telephone/skype and LAN facilities for home office.</p> <p>She has found a balance of child-care/medicine and life balance to be able to overcome her health problems in order to work significant hours.</p> <p>Agencies locally are interested in Janet's story after she is featured in Grass Roots newspaper and wins Best Story Award.</p>	<p>A film-maker gets in touch with Janet and makes an inspiring film of her life. She becomes involved in running her own business to help people with long term health problems and doesn't have to travel - she uses video conferences.</p> <p>She sets up her own foundation giving grants to local people and charity groups interested in promoting independence and skills sharing using media techniques.</p>

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# Character Development Storyline

**Name: Jenny**

**Age: Not Given**

**Location: Barton Hill, Bristol**

Now	Year 1	Year 2	Year 3	Year3+
<p>Local activist. Employed part time. New to using the Internet and needs support/mentoring to use it</p> <p>Married with one child (12 years old) Her child is keen to use the Internet No access to web at home</p>	<p>Project useful to Jenny: mentoring/ volunteers. After-school clubs</p> <p><b>SEVERE ILLNESS</b></p> <p>Jenny stops working</p> <p>Uses wireless broadband. Community access (provided with a PC for use at home)</p> <p>Community video online (enables her to video-conference/take part in meeting remotely)</p>	<p>Recovers from severe illness</p> <p>Confidence in using the Internet increases. Now using it a lot.</p>	<p>Starts her own online business selling her home-made craft items through her own website</p>	<p>Community storytelling - Jenny nearly died, and told her story online leading to an appearance on community TV</p>

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**Date:**

# Character Development Storyline

Name: Jackson (2)

Age: Not Given

Location: Barton Hill, Bristol

Now	Year 1	Year 2	Year 3	Year3+
<p>Unemployed band member with some local gigs. Wants more success.</p> <p>Online job search finds jobs for survival, buying equipment</p>	<p>Training in use of technology to fill in gaps in skills</p> <p>Promotion - website - MySpace - YouTube</p> <p>Poster/flyer production</p> <p>Video/DVD production</p> <p>Equipment hire</p> <p>Princes Trust (how to look for money)</p> <p>Business skills</p> <p>Studio skills</p>	<p>Business plan</p> <p>Employed part time</p> <p>More gigs, bigger greater geographical extent</p> <p>Benefit gigs and local venues</p> <p><b>RACIAL ATTACK IN THE COMMUNITY</b></p> <p>Has sufficient notoriety to to do something positive - webcast of his gig appealing for calm</p>	<p>Selling online</p> <p>Touring nationally/internationally</p> <p>Production of own material and for others</p> <p>Acting as volunteer/mentor for kids wanting a career in music</p> <p><b>OFFERED RECORD CONTRACT - WEBMUSIC</b></p> <p>International acclaim!</p>	<p>Headline act at home town brings new, international standard venue</p> <p>Sponsor of media centre which helped him at the start</p>

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