



CARA JONES

COMMUNICATIONS PORTFOLIO



ABOUT CARA

Cara Jones is a writer, podcaster, award-winning photographer and short documentary filmmaker.

Passionate about Digital Equity and bridging the digital divide, Cara collaborates with various nonprofits, government agencies, and educational institutions to design and implement strategic initiatives that promote digital inclusion.

As a storyteller, Cara often volunteers to organize workshops, webinars, and community events that empower individuals with digital literacy skills, ensuring they can confidently navigate online platforms and harness the power of technology for personal and professional growth.

Cara has been featured on the TEDx stage and the Hot Docs Canadian International Documentary Festival. She works with diverse clients and organizations across Canada and Internationally as a project manager and digital media & equity collaborator on various topics, including Indigenous Truth & Reconciliation, Disability & Inclusion, the Co-operative Movement, and the Rights & Freedoms of 2SLGBTQ+ youth.

A graduate of NSCAD University, BFA, Cara is in the final semester as a Master of Business Administration in Community Economic Development student at Cape Breton University, Nova Scotia.



Yirgacheffe Coffee Farm, Ethiopia



Storytelling For Social Good
Grande Prairie Chamber of Commerce



Follow: @carajonesspeaks

COMMUNITY ENGAGEMENT CAMPAIGNS



"The art of storytelling creates endless opportunities to build creative economies and proactively engage in positive social change. Our stories unite us and help to heal, educate and build stronger foundations for the next generation."

- Cara Jones

The Empower & Support Indigenous Entrepreneurs Campaign was part of my Reconciliation In Motion Coordinator work. Reconciliation has a different meaning to everyone; for me, it is sharing my photography skills to support the people in our community.

For many new business owners, professional photography is not an affordable option to promote their business. Through this initiative, I offered each participant high-quality portraits in exchange for sharing their experience as a business owner with the larger community. The **Return On Engagement** significantly impacted the program while providing free marketing and reach to new clients for the business owners involved.

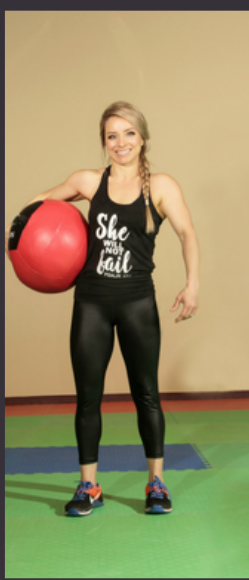


"Owning a business requires a great deal of dedication, drive and a will to succeed. That first step is terrifying, but it's far better to regret than to wonder, 'what if.' My family and I are very proud to have built a popular tattoo business as well as Canada's first dedicated tattoo training facility. We look forward to continuous growth and progress."

- Bobbi Jo Matheson, Cree8iv Ink Studio Ltd.



THE GRANDE PRAIRIE FRIENDSHIP CENTRE
EMPOWERING INDIGENOUS ENTREPRENEURS



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"Fitness has always been my centre. I realized that through fitness I have joy, purpose and passion and feel like I am serving others with my gifts and talents. I am not working, I am growing, inspiring, and becoming a way maker."

- Robin Rochon, Wholly Fit



The Grande Prairie Friendship Centre
Empowering Indigenous Entrepreneurs



"Being an entrepreneur has given me creative freedom and the opportunity to follow my passion while making a difference." - Len Morissette, C.I.A Solutions



THE GRANDE PRAIRIE FRIENDSHIP CENTRE
SUPPORTING INDIGENOUS ENTREPRENEURS

"The process of creating runs in my family. There's nothing like the feeling of passing on the teachings, the culture and the traditions. If we can teach the next generation (for example in the dream catcher), that our people believe there is one world, one creator. If the whole world knew this there would be less chaos."

- Hazel Robinson



THE GRANDE PRAIRIE FRIENDSHIP CENTRE
SUPPORTING INDIGENOUS ENTREPRENEURS





Pitch it! COMPETITION

Location: The Pit Lounge, CBU Campus



Hosted by
Marybeth Doucette
Purdy Crawford Chair

In.Business

JOIN US!
JUNE 16TH
10:30 AM

For an icebreaker, lunch & pitch competition

Unama'ki College
 Shannon School of Business

The Purdy Crawford Chair
In Aboriginal Business Studies

CELEBRATE PRIDE TEEN

RAINBOW WHITE DANCE
& **Drag Queen SHOW**

Friday June 23
7:00p.m. - 11:00 p.m.
(14-18 yrs)

Where: Howlers Lounge @ GPRC
No Alcohol Will Be Served

Tickets: \$10.00
Available at the door or in advance at GPRC Student Union
for more information visit:

www.grandeprairiepridesociety.com

**DRESS IN WHITE
MOCKTAILS
PHOTO BOOTH**

POETRY NIGHT

CELEBRATE POETRY MONTH

COME OUT & SUPPORT OUR LOCAL AUTHORS
THURSDAY APRIL 25
7-9PM AT Pictou-Antigonish Regional Library
HOSTED BY LOCAL AUTHOR CARA JONES

Would you like to share your work?
Email: carajonesspeaks@gmail.com

FUNDRAISER FOR L'ARCHE ANTIGONISH

SINGER SONGWRITER CIRCLE

FEATURING ARTISTS:
RUSTY JAMES
STEF BENAC
LEEBOY
JAN MACKAY & ROB RUSHTON

TICKETS \$20.00

available for purchase at the 5c to \$1 store & at the door

ANTIGONISH LEGION
7:00 P.M. - 9:00 P.M.
SATURDAY JANUARY 26

98.9 XFM
Nothing But Hits

Digital Equity

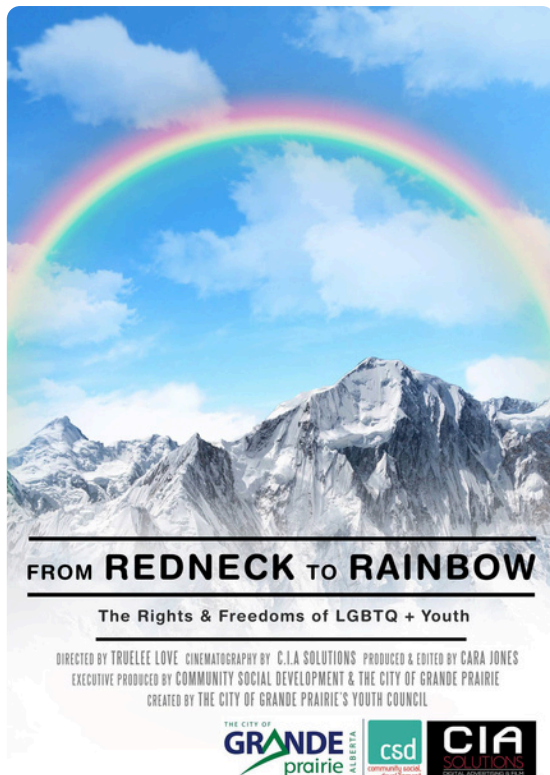
COMMUNITY COLLABORATION

From Redneck To Rainbow

THE STORY

I started my position with the City of Grande Prairie and Community Social Development as the Youth Services Supervisor in August 2014. My role included facilitating and recruiting City of Grande Prairie Youth Advisory Board members.

A few months into my new role, the students arrived at our bi-weekly meeting upset and in tears over the news of the provincial bill, Bill 10. This Bill directly impacted the rights and freedom of 2SLGBTQ+ youth in Alberta.



Background

There is a long-held debate in Alberta around protecting parents' rights regarding their child's education, including sex education programs, religious freedoms and the inclusion of Gay-Straight Alliances (now called Gender & Sexuality Alliances) in schools.

In 2009, social conservatives introduced amendments to the Alberta Bill of Rights that required school boards to give written notice to parents informing them when educators would teach material about sexuality and provide parents with the option to remove their children from class. (Calgary)

Bill 10, an Act to Amend the Alberta Bill of Rights to Protect our Children, a Progressive Conservative attempt to balance students' rights, parental authority, and religious freedom, was controversial because it gave school boards the final say on GSAs.

The initial bill allowed school boards to deny GSAs. Amendments to the bill would have given the Minister of Education the authority to approve a student group's request to form a GSA if a school board rejected it, but the club would not. After the Youth Council expressed their concern and frustration around how reckless adults could be when protecting 2SLGBTQ+ youth, I asked them one question, "What are you going to do about it?" It was a simple question and the beginning of a transformational journey of empowerment.

Youth Action

The Youth Council began holding meetings with other youth advisory boards across the province to help each other prepare to go before their City Councils and demand letters of support to amend Bill 10. Brave in their vulnerability in expressing and identifying as allies and members of the 2SLGBTQ+ community, the youth presented statistics demonstrating how GSAs are instrumental in saving lives.



After a lengthy debate on the evening of December 3, 2014, the Legislature amended Bill 10, purporting to address these concerns.

As Bill 10 currently stands, the school board's decision to support or refuse a student-led gay-straight alliance is final. However, if the board rejects the student's initiative, that student can send a request to the Minister of Education. The Minister is obligated to facilitate and support the establishment of the organization (see section 2(4) of Bill 10 as amended). (Bill Battle)

Digital Media & Mentoring

With a passion for empowerment, Cara uses digital media as a tool, offering guidance, insights, and connections to the younger generation.

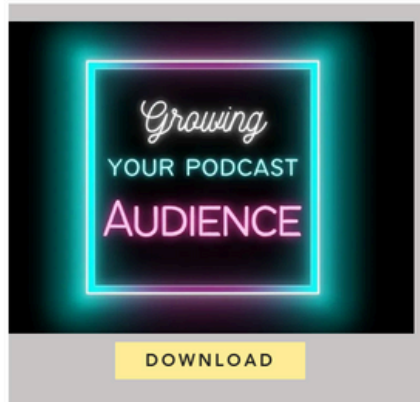
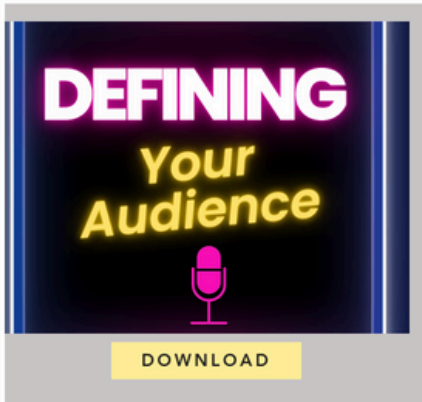


The Peyakōskān Podcast Initiative brings together high school students and post-secondary students from diverse cultures and backgrounds to learn the art of podcasting, collaboration and the power of storytelling to address complex social issues such as racism, discrimination, truth and reconciliation.

The team learns to conduct research, interviews, and youth-led discussions while building awareness of issues affecting society and the economy related to culture and ethnicity.



Through the program, youth shared their culture with peers, learned the business of podcasting, and experienced networking opportunities with the larger business community.



Outline Of Project Development & Management

- Developed Program Curriculum
- Designed and launched program website
- Recruited & trained youth ages 15-24
- Recording & editing podcasts for distribution
- Engaged local press to cover and promote the program
- Designed program logo & team merchandise



PUBLIC SPEAKING

Cara Jones is a passionate presenter who merges her passion for digital equity, entrepreneurship, and storytelling to drive social impact. With a focus on bridging the digital divide, Cara champions initiatives that empower communities through technology. As a captivating speaker, Cara ignites conversations on digital inclusion, encouraging action towards equitable access and innovation. Her dedication to fostering a more inclusive digital landscape resonates through powerful conversations that inspire individuals and organizations to harness technology for positive social change.



Digital Equity

TRUTH AND RECONCILIATION

Identity.

THE STORY

Identity. was a two-week intensive workshop experience teaching the fundamentals of documentary filmmaking and the power of storytelling for social good to ten Indigenous and non-Indigenous youth ages 15-17.

The Identity. film camp was sponsored by Telus Storyhive and facilitated by the C.I.A Solutions team, an Indigenous film company in Grande Prairie, Alberta. The students explored the relationship between identity, healing, and reconciliation by combining the art of documentary filmmaking and Indigenous cultural teachings led by Blackfoot Elder Loretta Patineau English and her sons, Knowledge Keepers Jeremiah & Aaron English.



THE TEAM

Len Morissette, CEO of C.I.A Solutions (Producer & Cinematographer)

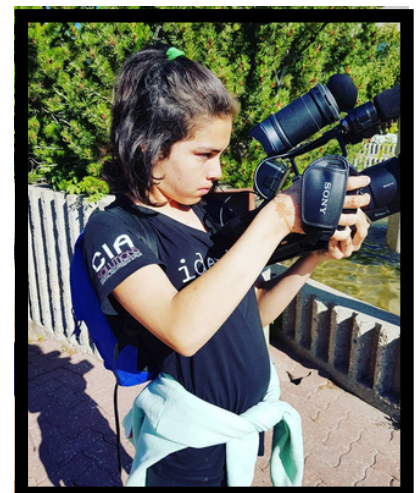
Ryan Dalgleish, Co-Owner, C.I.A Solutions (Filmmaker & Director)

Cara Jones (Writer, Producer & Facilitator)

Delaine Lambert-English (Project Manager)

Loretta Parenteau-English (Elder)

Jeremiah & Aaron English (Knowledge Keepers & Helpers)





In.Business

- Web Design
- Social Media
- Photography
- Video
- Podcast Set-up
- Graphic Design



JUNE 17TH

7:00- 8:30 am Breakfast at Hotel

9:00 am Travel To:

We'koqma'q First Nation
A Community on the Rise

10:30 am Oyster Farm Tour, Joe Googoo

12:00 pm Lunch In-Community

1:00 pm Closing Remarks Oyster Farm

1:30 pm Bus Back To Hotel

3:30 pm Arrive At Hotel

3:45-5:20 pm Hair & Makeup Glam Squad
Alana Gould & Team

5:30 pm Bus Departs For Port Of Sydney

5:45 pm In. Business Award Ceremony
Port of Sydney - Cape Breton Royal Room

7:00 pm Supper & Entertainment
Performances from Sarah Prosper - Samqwan

7:00-9:00 pm Awards & Reception

10:00 pm Student Room Checks
Students must stay in their rooms after this time, we will have security on site.



JUNE 18TH Travel Day & Registration In Hotel Lobby Hampton Inn, Sydney



Web Design

Web design is crucial as it shapes user experiences, influencing engagement and conversions. Intuitive navigation, aesthetic appeal, and responsive layouts enhance credibility and retain visitors. Well-designed websites optimize accessibility, SEO, and brand identity, ensuring a solid online presence.



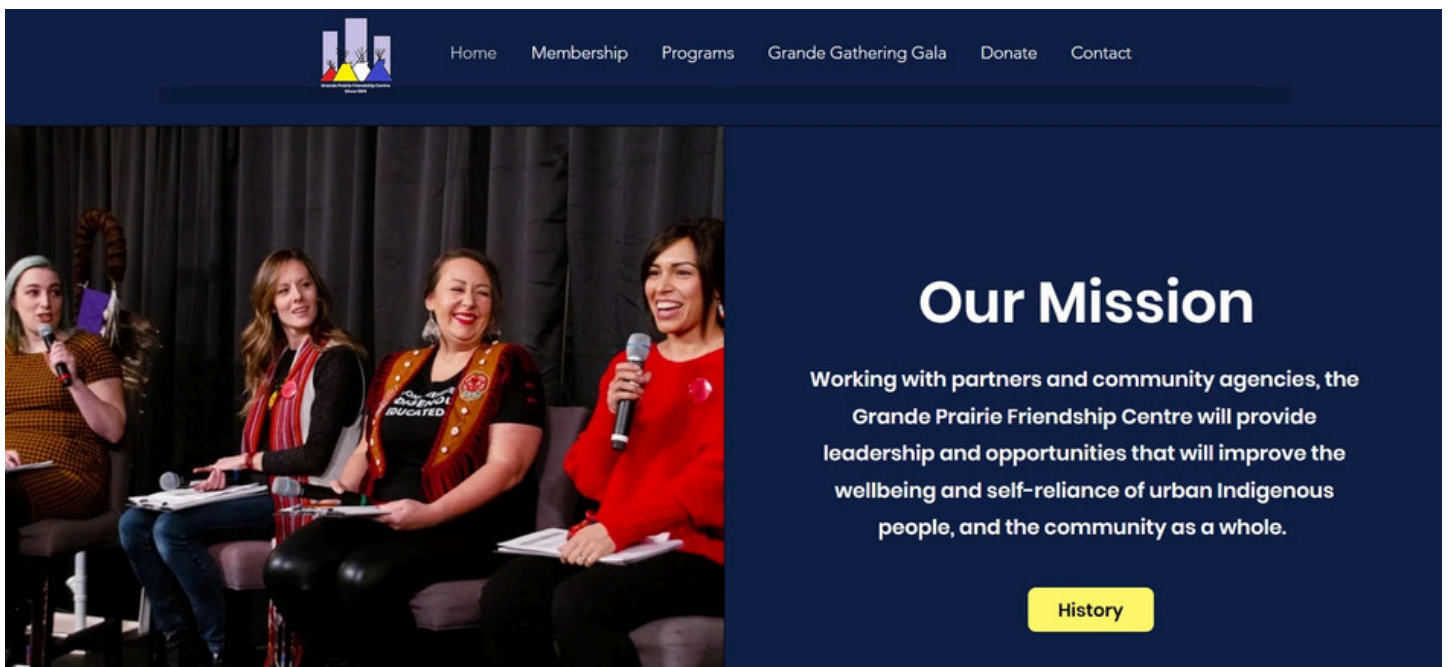
The screenshot shows the ACALA website. The header is dark blue with the ACALA logo on the left, which includes the tagline "Everyone is a lifelong learner". To the right of the logo is a navigation menu with links for Home, Learner Resources, Programs, ACALA Express, People, and Contact Us, followed by a search icon. Below the header is a large photograph of three people sitting at a table in a classroom or library setting, looking at a laptop. To the right of the photo is the ACALA logo and tagline, followed by a paragraph of text about the organization's history and mission. At the bottom right of this section is a blue button with the text "Donate Today!".

ACALA

Everyone is a lifelong learner

The Antigonish County Adult Learning Association (ACALA) is a community, not-for-profit organization. We have provided adult and family learning opportunities in the Antigonish area since 1994. Our main office is located in the People's Place Library in the town of Antigonish, but we regularly provide programs in a variety of sites in Antigonish County. We believe "everyone is a lifelong learner".

[Donate Today!](#)



The screenshot shows the Grande Prairie Friendship Centre website. The header is dark blue with a logo on the left consisting of three stylized figures. To the right of the logo is a navigation menu with links for Home, Membership, Programs, Grande Gathering Gala, Donate, and Contact. Below the header is a large photograph of four women sitting on a stage, each holding a microphone and smiling. To the right of the photo is the heading "Our Mission" followed by a paragraph of text about the organization's mission. At the bottom right of this section is a yellow button with the text "History!".

Our Mission

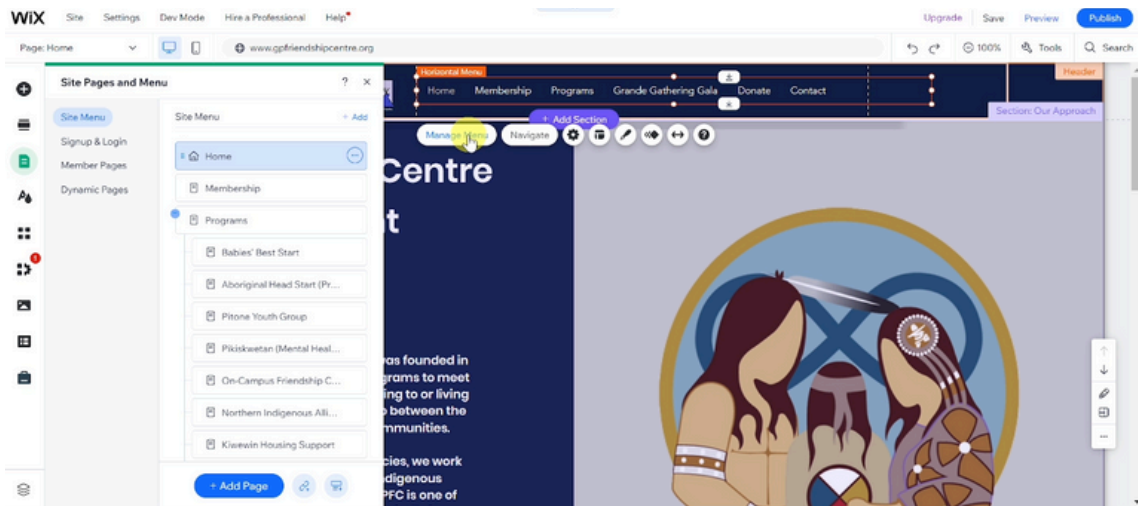
Working with partners and community agencies, the Grande Prairie Friendship Centre will provide leadership and opportunities that will improve the wellbeing and self-reliance of urban Indigenous people, and the community as a whole.

[History](#)

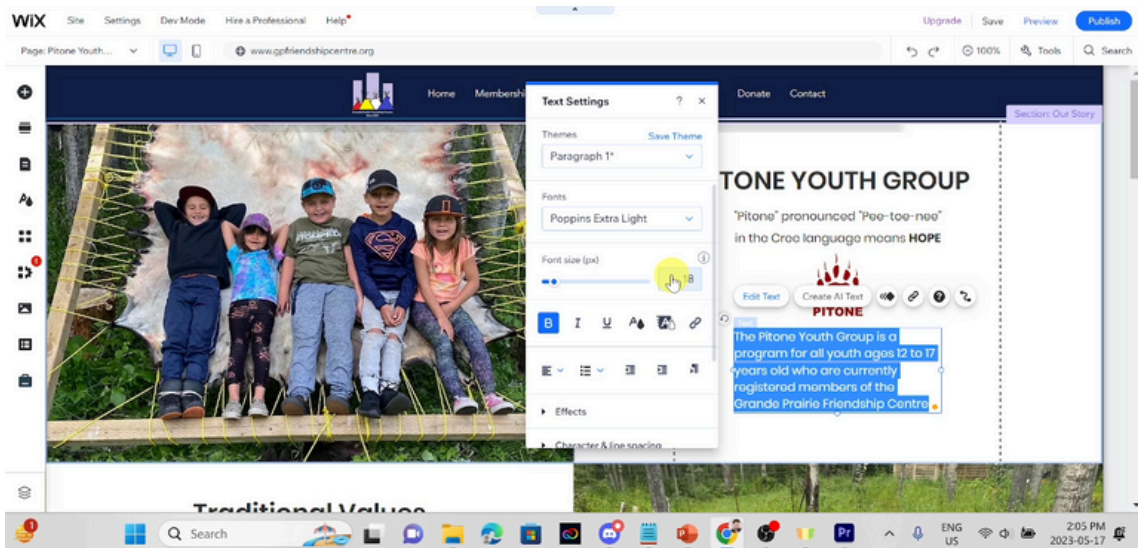
Website Tutorials



Many non-profit organizations have small budgets, and program coordinators oversee social media pages and websites. As a Digital Equity consultant, I not only work with organizations to find the right website design, but I also create website tutorials to assist program coordinators and help brand management.




Website tutorial videos are invaluable resources for learning web development and design. They provide step-by-step guidance, visual demonstrations, and practical insights, catering to various learning styles. From coding basics to complex design techniques, these videos empower learners to create functional and visually appealing websites, fostering skills and creativity.






SHEDDING LIGHT ON THE EXTRAORDINARY

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