



ALL TOGETHER AT ONCE

PRESS KIT
LAST UPDATED 4/6/2022

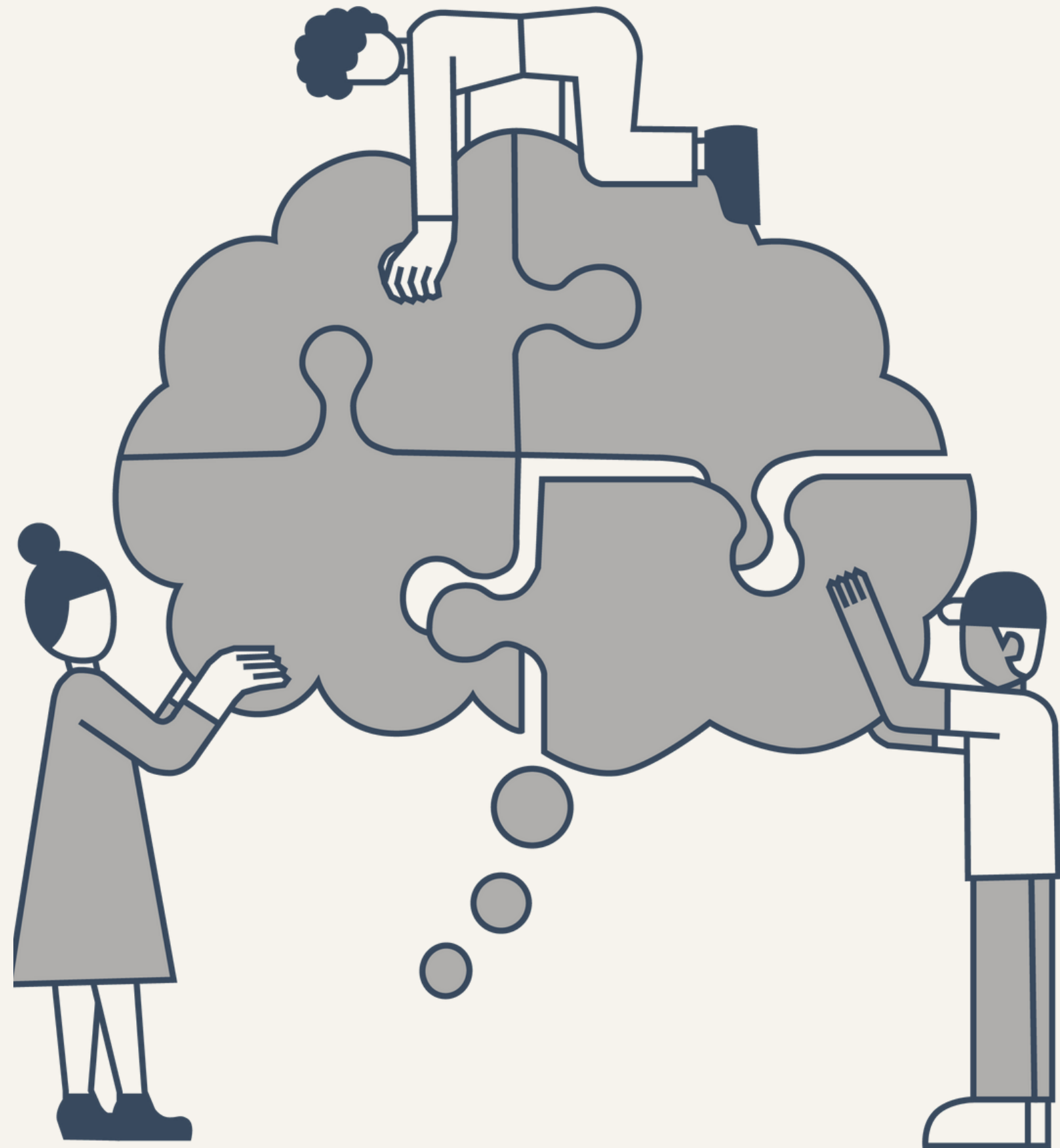
ABOUT US

Studio ATO (ah-tao, stands for *all together at once*) is an award-winning, 501(c)3 nonprofit community-based think tank and educational platform operating at the intersection of food, beverage, hospitality (FBH) and social justice.

We are on a mission to make social justice research and education relevant, accessible, and actionable to everyone in the FBH industry. Our vision is a world where all FBH professionals can realize their power to advance equitable, systems-based change through the all-affected principle*.

The *all-affected principle is the idea that all those affected by a collective decision should be included in the decision. We strongly believe that those most qualified to address current problems in society are those most impacted by these issues, and their needs and recommendations should be the starting point for co-creating and implementing new systems.





OUR METHODOLOGY

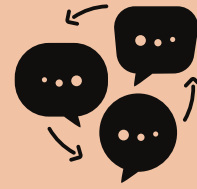
AS A COMMUNITY THINK TANK

Our mission is to center the individuals and groups most affected by industry challenges and use their recommendations as the basis of new industry guidelines and benchmarks.

Instead of allowing change to be dictated through a top-down approach, often from the very people in power benefitting the most from existing inequities, our work focuses on implementing new ideas that pull at the roots of systemic issues.

OUR METHODOLOGY IN ACTION: EQUITABLE REPRESENTATION IN FOOD MEDIA

PT 1: COMMUNITY



In early 2020, we gathered a diverse group of food media professionals via our Experimental Salons to understand the obstacles they face when it came to equitable representation within food media.

PT 2: RESOURCES

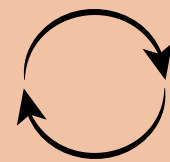


From these initial learnings, we launched our first toolkit, Recognizing, Disrupting, and Preventing Tokenization in Food Media. We also hosted two public panels on the topic, amassing over 1,000 signups.

PT 3: ACCOUNTABILITY

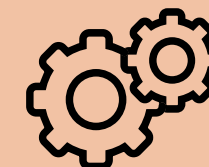
Over the course of 2021, we followed two food media publications to document their DEI initiatives via public white papers. We also hosted bi-monthly accountability Salons for editors across 15+ organizations.

ITERATIONS



After gathering additional research from our ongoing Salons and a public, industry-wide Town Hall, we updated our first toolkit and launched a second, Toolkit for Implementing Systematic Changes Towards Equitable Representation in Food Media.

CUSTOM WORK



We also work privately with food media organizations to apply our framework & learnings. Deliverables range from DEI workshops to new company-wide processes & documentation on the subject of equity in content & people.

EDUCATIONAL PROGRAMMING

FOR FBH INDIVIDUALS



We develop educational content and create brave spaces that encourage individuals to become change agents in their communities. We use open, honest dialogue to engage critically with social movements and the world around us.

JOIN OUR COMMUNITY

- Quarterly Book Club
- Bi-Annual Film Series
- Eat, Drink, and Do Good Newsletter
- Under the Magnifying Glass Newsletter
- Private Discord serving (coming soon!)

DEI PROGRAMMING

FOR FBH ORGANIZATIONS



We work with mission-aligned, socially conscious organizations within FBH to host events, create resources, and curate team-building opportunities to strengthen internal diversity, equity, and inclusion (DEI) practices.

DEI OFFERINGS

- Topic-Focused Workshops
- Facilitated Small-Group Discussions
- Branded Internal & External Events
- Community Focus Group Research
- Custom Themed Curricula
- Internal Listening Tours & Accountability Groups

PUBLIC RESOURCES

FOR EVERYONE



Our public Resources Library is a compilation of learnings and insights that we have amassed from *Experimental Salons*, 1:1 and group interviews, collective research & public programming. We believe that transparency & free access to these types of industry resources are the first step in breaking down the current pay-to-play model of insider knowledge & connections, so everyone has a chance at a better and more equal future.

READ OUR RESOURCES

- *Understanding...Cultural Appropriation*
- *Unlearning Scarcity, Cultivating Solidarity: A Toolkit for the Asian American Community*

OUR IMPACT

2020 - 2021

PUBLIC RESOURCES

- We've published 10+ long-form, well-researched educational resources on complex social justice topics such as socialism in the U.S., anti-intellectualism, and respectability politics

CLIENT PROGRAMMING

- We've worked with 20+ organizations to strengthen their DEI & overhaul internal systems

COMMUNITY EVENTS

- We've convened 300+ community members across our regular community programming (e.g., book club, film series, *Disrupting Dinner*)
- Our industry events (e.g., Town Hall, *Conversations About Appropriation*) reached 2,000+ participants

INDUSTRY RESEARCH & ANALYSIS

- Our 3 proprietary toolkits & 2 white papers have amassed 10,000+ views & 1,000+ downloads
- Our 2 toolkits on food media has been utilized at publications & organizations such as *NY Magazine*, *Eater*, *Bon Appétit*, and the James Beard Foundation
- Our toolkit for the Asian American community radically changed conversations about scarcity & competition and how it applies to BIPOC identities

SOCIAL ENGAGEMENT

- Our *Eat, Drink, and Do Good* & *Under the Magnifying Glass* newsletters now have almost 9,000 subscribers, with a consistent 25%+ open rate
- *Social Impact Professionals* has reached almost 1,000 members & has become a hub for resources & discussion

TESTIMONIALS



"Finding and being part of the Studio ATAO community has allowed me to **re-examine & reconnect with my identity as an Asian American** media professional in deep and meaningful ways. The relationships I have formed through the Studio act as an anchor for me in navigating the complexities of my own experience & my responsibility as a content creator."

— Mykim, Executive Video Producer

"Studio ATAO has served two key purposes for me this year:

1. **As a resource.** I've expanded my knowledge about tokenization & other important issues that affect food media.
2. **As group therapy!** The discussions have been an incredible forum to speak with peers about the important & divisive topics happening in food media ... speaking with others is extremely beneficial to creating stronger & more inclusive brands."

— Carey, Media Consultant & Executive Editor

"I was so impressed with the work we did in the seminar. I see **clear action steps that are DOABLE** & I feel more hopeful than I have in years about turning the Pantry into the organization I dreamed it'd be."

—Brandi, Founder of The Pantry Seattle



COMMUNITY FUNDED, COMMUNITY DRIVEN

SOURCE OF FUNDS

We are a small 501(c)3 nonprofit that derives most of its funding from consulting engagements with private clients on DEI initiatives as well as our base of monthly Patreon members & annual donors. We prioritize funds that come from ordinary individuals actively engaged with our work, and avoid being reliant on big cheques from individuals, foundations, or the government that often come with strings attached. **We strive to always be accountable to our community first - financially, socially, and ethically.**

USE OF FUNDS

We are a fully remote work organization that spends the vast majority of its funds compensating our team members equitably as well as paying our freelancers, advisors & community focus group members appropriately. A small portion of our funds are used for general administrative needs (e.g., Zoom), donor gifts, and our annual team offsite.

LET'S CONNECT!

FOR MEDIA & GENERAL INQUIRIES
SARAH@STUDIOATAO.ORG

FOR DEI WORK & SPONSORSHIPS
TANYA@STUDIOATAO.ORG

FOR THE RESOURCES LIBRARY
EMILY@STUDIOATAO.ORG

FOR EXPERIMENTAL SALONS
EDRIC@STUDIOATAO.ORG

FOR EVENTS & DONOR RELATIONS
JENNY@STUDIOATAO.ORG

