



CENTER FOR FOOD & SOCIAL JUSTICE

OVERVIEW
LAST UPDATED 3/14/23

ABOUT US

Studio ATA0 (āh-tào, stands for *all together at once*) is an award-winning, 501(c)3 nonprofit defining more equitable standards for the food, beverage, and hospitality industry through community-informed research, education, and programming.

We are on a mission to make social justice relevant, accessible, and actionable to everyone in the FBH industry. Our vision is to cultivate a food, beverage, and hospitality industry that empowers and nourishes everyone within and around it.





OUR METHODOLOGY

AS A COMMUNITY THINK TANK

Our approach is rooted in critical theory, with an explicit goal of creating a radically more equitable FBH industry through the analysis, critique, and redistribution of power.

Our responsibility is to center those most affected by existing inequities and use *their* recommendations as the basis of new industry standards and benchmarks.

CURRENT & PAST INITIATIVES

- Equitable Representation in Food & Beverage Media
- The Neighborhood's Table: Gentrification & Hospitality
- Unlearning Scarcity, Cultivating Solidarity for the Asian American Community

OUR WORK IN ACTION:

EQUITABLE REPRESENTATION IN FOOD MEDIA

PT 1: COMMUNITY



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

PT 2: RESOURCES

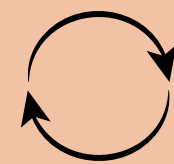


From these initial learnings, we launched our first toolkit, Recognizing, Disrupting, and Preventing Tokenism in Food & Beverage Media. We also hosted two public panels on the topic, amassing over 1,000 signups.

PT 3: ACCOUNTABILITY

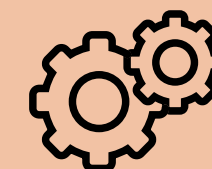
Over the course of 2021, we followed two food media publications to document their DEI initiatives via public white papers. We also hosted bi-monthly accountability Salons for editors across 15+ organizations.

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 & Beverage Media.

CUSTOM WORK



We also work privately with food & beverage 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



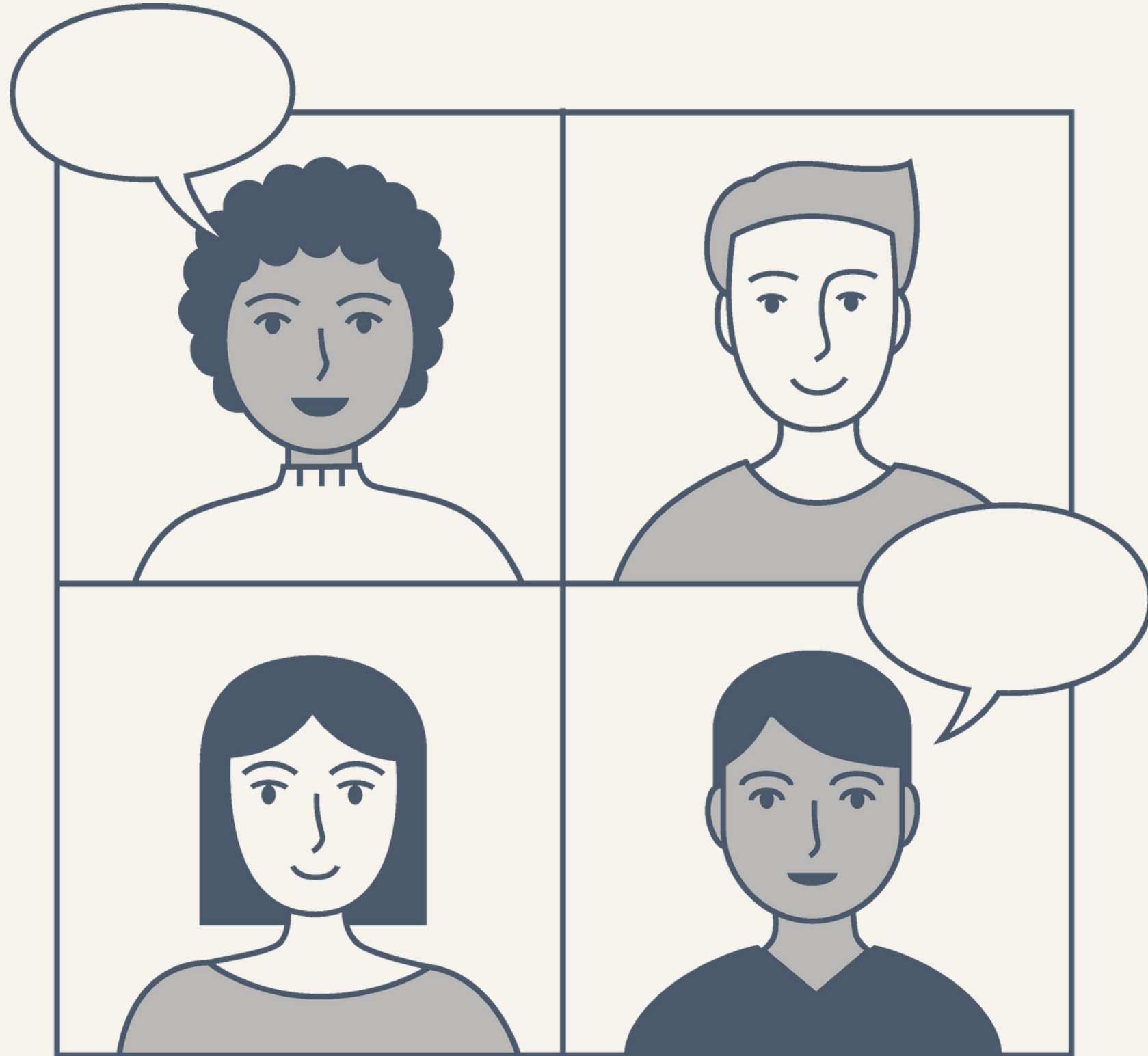
We build navigational spaces where individuals can grapple with the complexities of social change and identify where they fit in the cycle of liberation. We believe in small-group interactions that lead with vulnerability and prioritize the needs of frontline workers.

JOIN OUR COMMUNITY

- Food Systems 101 Curriculum
- Hospitality Worker Town Halls
- Private Discord server
- Quarterly Book Club
- Eat, Drink, and Do Good Newsletter
- Under the Magnifying Glass Newsletter

DEI PROGRAMMING

FOR FBH ORGANIZATIONS



We work with mission-aligned, socially conscious organizations within FBH to host educational workshops, create new organizational processes, and curate team-learning 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 is 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](#)
- [Understanding...Gentrification](#)
- [Understanding...Socialism](#)

OUR IMPACT

2020 - 2022

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 30+ organizations to strengthen their DEI & overhaul internal systems

COMMUNITY EVENTS

- We've convened 300+ community members across our virtual programming (e.g., book clubs)
- Our industry events have reached 2,000+ participants across the U.S.
- Our in-person Hospitality Worker Town Halls kicked off in Chicago & will be touring nationally

INDUSTRY RESEARCH & ANALYSIS

- Our 4 proprietary toolkits & 2 white papers have amassed 10,000+ views & 1,000+ downloads
- Our 2 toolkits on food & beverage media has been utilized at 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 10,000+ subscribers, with a consistent ~40% open rate
- Our Discord server has reached 300+ members & has become a hub for resources & discussion

TESTIMONIALS

"Finding and being part of the Studio ATA O 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 Produceer

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

1. **As a resource.** I've expanded my knowledge about tokenism & 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



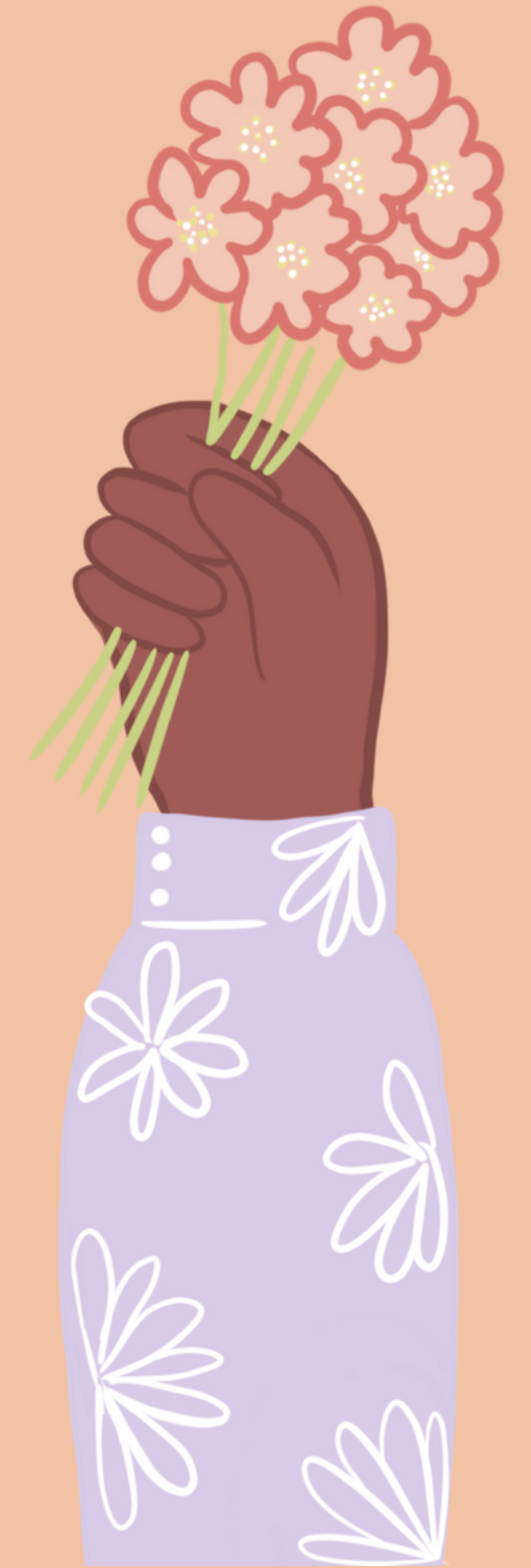
COMMUNITY FUNDED, COMMUNITY DRIVEN

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 SOCIAL MEDIA

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FOR CLIENT WORK & SPONSORSHIPS

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FOR THE CURRICULUM

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FOR THE DISCORD & COMMUNITY

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FOR EVENTS

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FOR DONOR RELATIONS

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