# A 12-step guide to implementing the 12 solution themes in *From Outrage to Opportunity: How to Include The Missing Perspectives of Women of All Colors in News Leadership and Coverage* within news organizations

**Step 1:** Read the Executive summary and Summary of solutions themes parts of *From Outrage to Opportunity*.

**Step 2:** Depending on the size of your news operation, assign individuals, a team, or a task force that brings together different disciplines/departments including editorial and diversity/inclusion expertise, to address the challenges and opportunities.

**Step 3:** Make gender (and race) diversity and inclusion an explicit and integral party of your news strategy rather than a symbolic bolt-on. Commit to doing the hard work needed across the whole news value chain.

**Step 4:** Carry out a gender gap audit across the different elements of the value chain (e.g. news resources, newsgathering, news coverage, news audiences). Identify the areas with the most important gaps.

**Step 5:** Choose up to three of the 12 solutions areas to work on that you want to prioritize and implement. Set clear success goals for 3 months, 6 months, 1 year, and 3 years.

**Step 6:** For each area, organize a dedicated workshop to develop implementation ideas.

**Step 7:** Ahead of the workshops, share stimulus material to help generate ideas, including parts of *From Outrage to Opportunity* (e.g. solutions themes sheets, case studies), your own examples from your organization, and any other relevant audience insights.

**Step 8:** Run separate workshops focusing on each of the areas and generate solutions and ideas.

**Step 9:** At the end of each workshop, prioritize the solutions proposals generated and decide which ones you want to implement.

**Step 10:** Start implementing the proposals with a clear plan, and targets.

**Step 11:** Track the performance of the implemented proposals and adjust if there are issues. Capture what you have learned about what is working and what needs to improve.

**Step 12:** Move on to addressing the next set of areas and go back to step one.