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ROBERT REICH TEACHES HOW TO COMMUNICATE ACROSS POLITICAL DIVIDES IN RESISTANCE SCHOOL @ BERKELEY'S SECOND SESSION

"If you want it to connect with people, it's got to come from inside you and it's got to be heartfelt."-- Robert Reich

BERKELEY, CA -- In the second session for [Resistance School @ Berkeley](#), a free online training program that puts tools in the hands of people working to advance progressive goals, former Secretary of Labor and University of California, Berkeley faculty member **Robert Reich** talked about how organizers and activists can communicate effectively across partisan and ideological divides. Reich's session, which aired today, is available to the public on the Resistance School @ Berkeley's [Facebook page](#) and [website](#). Viewers have already watched the session more than 45,000 times.

Reich drew on his experience as a world-renowned thinker and political commentator to teach viewers how they can develop messages that speak to the concerns of their audience—whomever their audience may be. His lesson, based on his years as a national figure and public official at the highest levels of government, encourages viewers to engage with a broad group of people in order to build the largest coalition possible.

"I don't want to put a rosy frame on all this. This is difficult, tough stuff," said Reich in his talk today. **"All I want to say is, if we're gonna be successful in mobilizing, organizing, and getting our message across, we've got to be able to talk to the vast majority of very confused people who have not made up their minds."**

The session, which was attended by local organizers and activists, along with UC Berkeley students, is the first of four Resistance School @ Berkeley lessons for Fall 2017. Other speakers this semester include Restaurant Opportunities Centers United co-founder **Saru Jayaraman**, Principle of ASO Communications **Anat Shenker-Osorio**, and Berkeley Law Professor **Ian Haney López**. New sessions will air online every other Thursday at 3pm PT/6pm ET on the Resistance School @ Berkeley Facebook [page](#).

Following each session, viewers are encouraged to engage with other organizers online via [Resistance School Town Square](#), hosted on the Slack platform. This virtual collaborative space provides a forum where activists can discuss the session, share their experiences, and build connections with other people doing important organizing work.

Resistance School @ Berkeley is the first partner institution of [Resistance School](#), which a group of Harvard Kennedy School students founded in spring 2017 to meet a growing demand for organizing training and skills. Recognizing the nation's continued need to train and empower progressive organizers, a group of students at UC Berkeley's Goldman School of Public Policy founded Resistance School @ Berkeley this fall. Together, Resistance School and Resistance School @ Berkeley seek to support organizing efforts across a range of skill and experience levels. Resistance School sessions will air on Thursdays at 3pm PT/6pm ET, and will alternate with Resistance School @ Berkeley content to give viewers a new video each week from the expanding Resistance School network.

ABOUT RESISTANCE SCHOOL:

Resistance School was founded by graduate students at Harvard, who wanted to find a way to contribute to the wave of new and renewed political activism in communities across the country. The curriculum was designed for groups to join trainings held on Harvard's campus and live-streamed online to communities across the country.

Resistance School aims to deepen community-based organizing infrastructure nationwide in order to secure issue and electoral victories at the local, state, and national level and advance progressive values of fairness, equity, and inclusivity. Resistance School believes that the power of collective action can break through barriers that undermine the people's access to democracy.

Recordings of Semester One of Resistance School are available for unlimited playback at www.resistanceschool.com and via Facebook Live (<https://www.facebook.com/ResistSchool/>). New trainings will begin on Thursday, October 12.

Resistance School is a student-run initiative developed by students at Harvard University and is not an official course offering of Harvard University or any of its schools.

ABOUT RESISTANCE SCHOOL @ BERKELEY

Resistance School @ Berkeley was founded by a group of graduate students at UC Berkeley's Goldman School of Public Policy, and will use the same pedagogical framework established by Resistance School. This semester's recordings will be available at www.resistanceschoolberkeley.org and on Facebook (<https://www.facebook.com/ResistanceSchoolBerkeley/>).

Resistance School @ Berkeley is a student organization developed and run by students at UC Berkeley, and is not an official UC Berkeley course offering.