

UCLA

JACKIE ROBINSON

●●● UCLA 1939-1941

THE FIRST MAN TO BREAK THE COLOR
BARRIER IN MAJOR LEAGUE BASEBALL

**WHEN
BASEBALL
WOULDN'T
LET HIM IN,
HE REFUSED
TO BE OUT.**

WHAT BARRIER WILL YOU BREAK?

UCLA

ucla.edu/optimists



ANNA LEE FISHER
UCLA CLASS OF '59
THE FIRST WOMAN TO REACH
THE WEST COAST IN SPACE

**SOME
WORKING
MOMS LOVE
THEIR
COMMUTE.**

WHAT NEW HEIGHTS WILL YOU REACH?

UCLA
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JACKIE ROBINSON
UCLA CLASS OF '48
THE FIRST MAN TO BREAK THE COLOR
BARRIER IN MAJOR LEAGUE BASEBALL

**WHEN
BASEBALL
WOULDN'T
LET HIM IN,
HE REFUSED
TO BE OUT.**

WHAT BARRIER WILL YOU BREAK?

UCLA
ucla.edu/advertising

ARTHUR ASHE
UCLA CLASS OF '59
THE ONLY MAN OF COLOR TO WIN
WIMBLEDON, THE U.S. OPEN AND
THE AUSTRALIAN OPEN

**HIS SERVICE
WENT FAR
BEYOND
THE COURT.**

WHERE WILL YOUR GREATEST
VICTORIES TAKE PLACE?

UCLA
ucla.edu/advertising

RALPH BUNCHE
UCLA CLASS OF '31
THE FIRST PERSON OF COLOR
TO WIN THE NOBEL PRIZE

**HE PROVED
YOU DON'T
HAVE TO
COME FROM
PRIVILEGE TO
BE CONSIDERED
NOBEL.**

WHAT WILL BE YOUR GREATEST HONOR?

UCLA
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SOME WORKING MOMS LOVE THEIR COMMUTE.

WHAT NEW HEIGHTS WILL YOU REACH?

UCLA

ucla.edu/optimises

CKIE ROBINSON

UCLA 1939-1941
FIRST MAN TO BREAK THE COLOR
BARRIER IN MAJOR LEAGUE BASEBALL

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RALPH BUNCHE

●●● UCLA CLASS OF '27

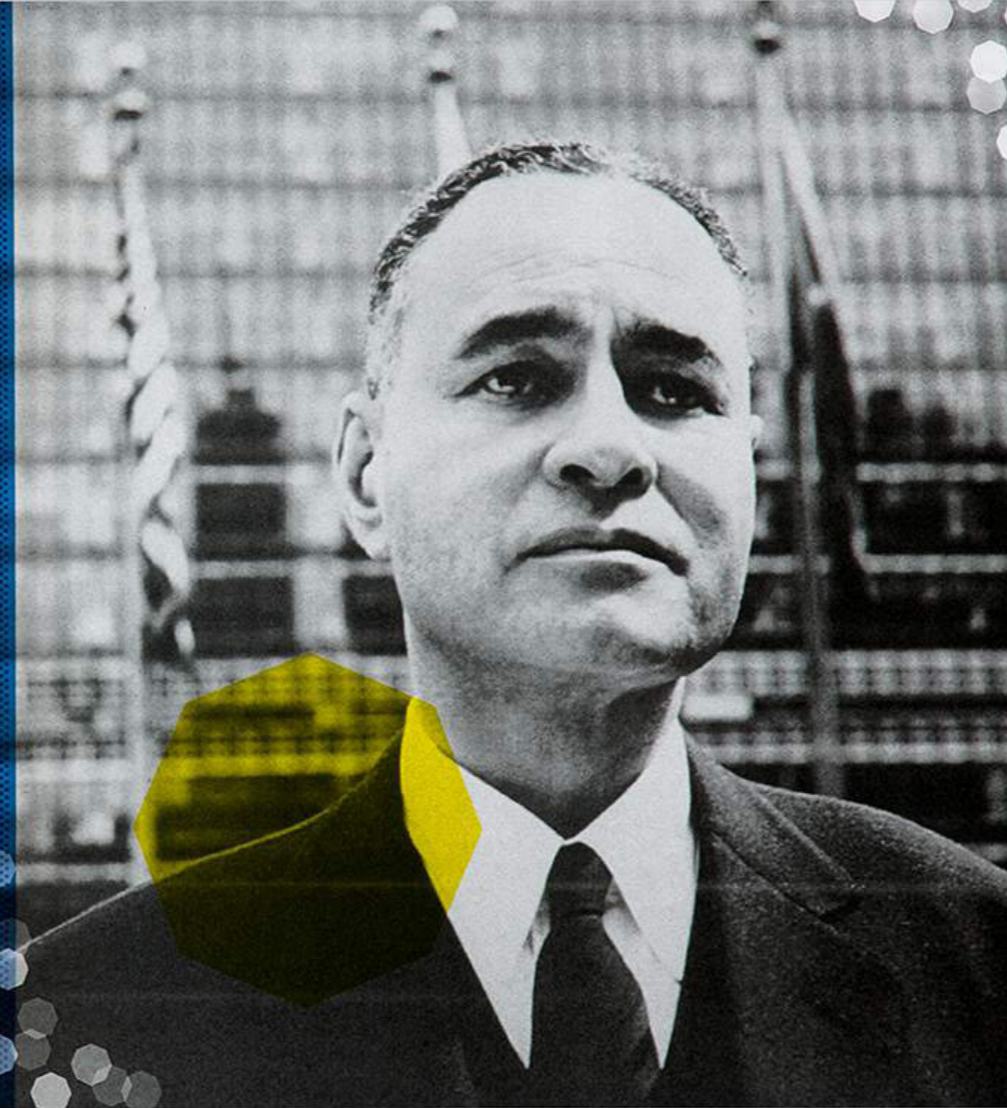
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WHAT WILL BE YOUR GREATEST HONOR?

UCLA

ucla.edu/optimists



There are people who see things as they are. And there are those who see things as they could be. For nearly a century, UCLA has been home to the dreamers. People come to these sun-drenched grounds not to be famous but to be great. They become innovators and influencers. Groundbreakers and nation builders. The ones who change the game, the hearts and minds, and the world. **WELCOME TO THE CLASS OF OPTIMISTS.**



AGNES DE MILLE
CLASS OF 1926



ANNA LEE FISHER
CLASS OF 1971, MD 1976, MS 1987



FRANCIS FORD COPPOLA
MFA 1967



OBO GINN
CLASS OF 1975



JACKIE JOYNER-KERSEY
CLASS OF 1985



JACKIE ROBINSON
UCLA 1939-1941



JAMES DEAN
UCLA 1951



JAMES FRANCO
CLASS OF 2004



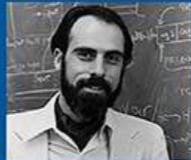
JAMES HORNER
MFA 1976



JOHN WOODEN
BASKETBALL COACH 1948-1975



RALPH BUNCHE
CLASS OF 1927



VINTON CERF
MS 1970, PHD 1972

... UCLA ...
THE OPTIMISTS

There are people who see things as they are. And there are those who see things as they could be. For nearly a century, UCLA has been home to the dreamers. People come to these sun-drenched grounds not to be famous but to be great. They become innovators and influencers. Groundbreakers and nation builders. The ones who change the game, the hearts and minds, and the world. **WELCOME TO THE CLASS OF OPTIMISTS.**



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FRANCIS FORD COPPOLA
MFA 1967



FRANCIS FORD COPPOLA
MFA 1967

HE TOOK A STAND THAT KEPT US IN OUR SEATS.

Writer, director and producer, Francis Ford Coppola is in the pantheon of great American filmmakers. He is the poster boy for New Hollywood—a movement that brought about unconventional ideas that challenged contemporary filmmaking. His films have pushed the envelope in every way. With *The Godfather*, he redefined the gangster flick from a simple, violent spectacle to a portrayal of monsters with psychological depth and complexity. In *Apocalypse Now*, he risked financial disaster to give us not only one of the most haunting, lasting visions of the Vietnam War, but captured the sentiment of an entire nation. At UCLA, he earned a Master of Fine Arts in Film and would go on to epitomize the ethos of UCLA's School of Film, Theater and Television, that you can achieve great commercial success, but do it with a core of independence and the passion of a personal filmmaker.

HOW WILL YOU CHANGE PEOPLE'S VIEWS?

Images from Hearts of Darkness: A Filmmaker's Apocalypse, copyright 1991 20th Productions. All Rights Reserved. Images from "Close Up on The Commencement", copyright 2017 Zestage Productions. All Rights Reserved.



UCLA

UNIVERSITY OF CALIFORNIA, LOS ANGELES





BRUINS. A WHOLE DIFFERENT animal.

WE ARE NOT THAT UNIVERSITY.

We refuse the status quo. We think above the consensus. When the world says "no"—we say "no problem."

This may sound optimistic, but don't confuse this optimism with being naive. Naivete is believing without knowing all the facts. Optimism is believing in spite of them.

Optimism allows us to see past the current landscape; it breaks barriers and propels great leaps forward. It's the realization that before something becomes a reality, it starts out as a dream. That's why makers are bound to the present and OPTIMISTS ARE FREE TO DEFINE THE FUTURE.

This perspective resonates with a certain type of student—those who don't change the world by closing themselves off in an academic bubble. They engage with it. Work together. And push forward from all angles. Not because they know they can. Because they believe they must.

You'll find we are not just honors students or team captains. Nor are we just student leaders or community activists. We are *stran* all these things. And more. Excellence across the board is one of the few things UCLA's collection of radically diverse individuals is single-minded about.

We are active. Passionate. And perhaps, *YU*.

INTRODUCTION



OUR NAMES INCLUDE **6 NOBEL PRIZE WINNERS**
RALPH BUNCHE, ELINOR OSTROM
GLENN T. SEABORG, WILLIAM FORSYTH SHARPE
RICHARD F. HECK & ROBERT BRUCE MERRIFIELD

WE ARE **ACADEMY AWARD WINNERS**
LIKE FRANCIS FORD COPPOLA
ALEXANDER PAYNE, JOHN WILLIAMS, TIM ROBBINS
& OVER 20 OTHERS

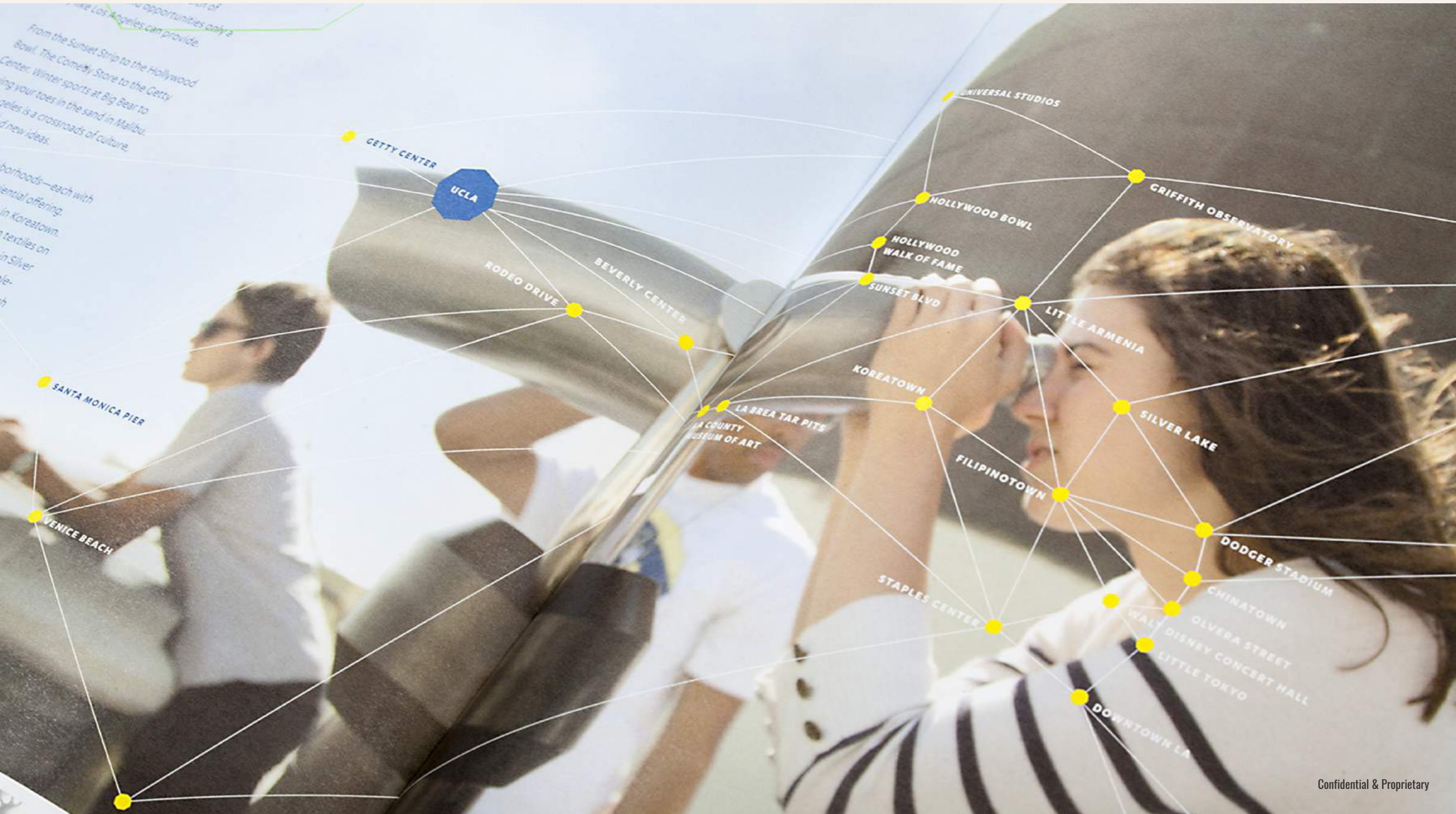
WE ARE RESEARCHERS WHO ARE CONTINUALLY ON THE FOREFRONT
FROM "FATHER OF THE INTERNET"
VINTON CERF PIONEER AND MICROSOFT
NATHAN MYHRVOLD TO THE
TIME "PERSON OF THE YEAR" DR. DAVID HO
AND THE 7 BRUINS WHO HAVE BEEN
TO OUTER SPACE

WE WIN SUPER BOWLS & THE HEISMAN TROPHY
WORLD SERIES & GOLDEN GLOVES
NBA TITLES, GRAND SLAMS
& CUP CHAMPIONSHIPS

WE ARE **GAME-CHANGERS**
ALYN ASHFORD & ARTHUR ASHE

WE FORTUNE
 THE **CEOS** AT
 HILTON HOTELS & APPL
 THE **CFO** OF APPL
 LOS ANGELES LA
 OWNER OF THE **BOSTON RE**
 PRINCIPAL PARTNER OF DREAM
 OF THE **WALT DISNEY CO**

WE ARE **FRONT-PAGE LA**
JOHNNIE COCHRAN & RO
 POLITICAL **TOM R**
 REFORMERS LIKE
JUDY CHU & ANTONI
 FROM **U.S. POET LAUREA**
 TO **U.S. ATTORNEY GENERA**
 WE INFLUENCE OUR S
 AND THESE ARE
 AS A BRUIN, YOU HAVE
OVER 40
 WE ARE CONNECT



...opportunities only a
...like Los Angeles can provide.
From the Sunset Strip to the Hollywood
Bowl. The Comedy Store to the Getty
Center. Winter sports at Big Bear to
...ing your toes in the sand in Malibu.
...peles is a crossroads of culture,
...d new ideas.

...borhoods—each with
...ential offering.
...in Koreatown.
...n textiles on
...in Silver
...le-
...h





OUR CLASSROOMS COME WITH
WINDOW SEATS

4,000
INT'L STUDENTS FROM
74
COUNTRIES

EXCHANGE PROGRAMS AT
250 UNIVERSITIES
IN OVER
35 COUNTRIES

UCLA ✈️
TIME **3:10 PM** SEAT **D1**

FLIGHT **90095** GATE **CA**



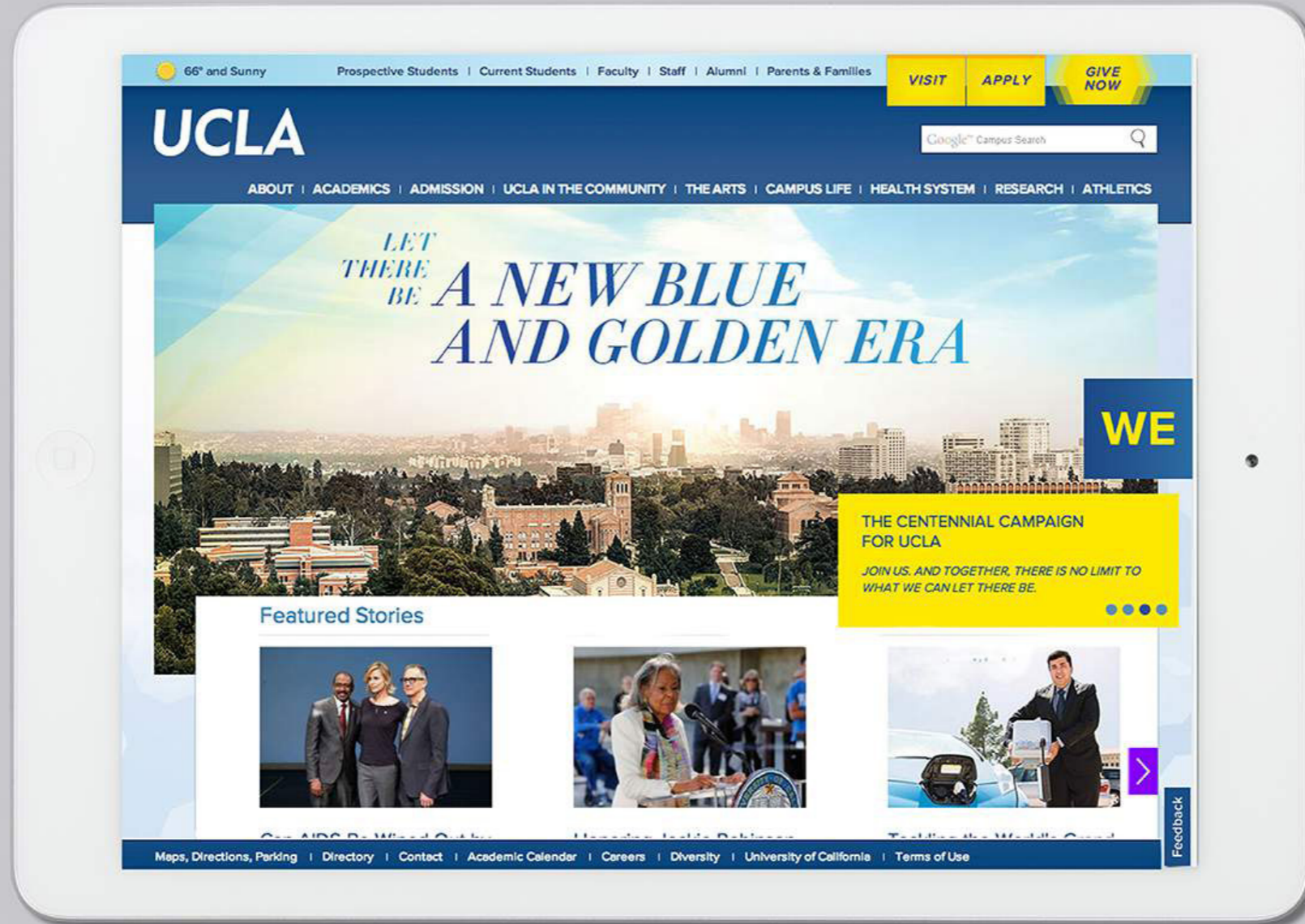
WE UNDERSTAND CHANGING THE WORLD BEGINS WITH EXPERIENCING IT. That is why UCLA's experiential learning and study abroad programs are some of the most innovative in the world. UCLA students are all over the world. Exchange programs are an education without borders. Paired with nearly 4,000 international students that call UCLA their home each year, UCLA's campus is a hub of global activity—and it is evident in every aspect that enhances our campus. The UCLA community doesn't just understand the world; we've actually been there.

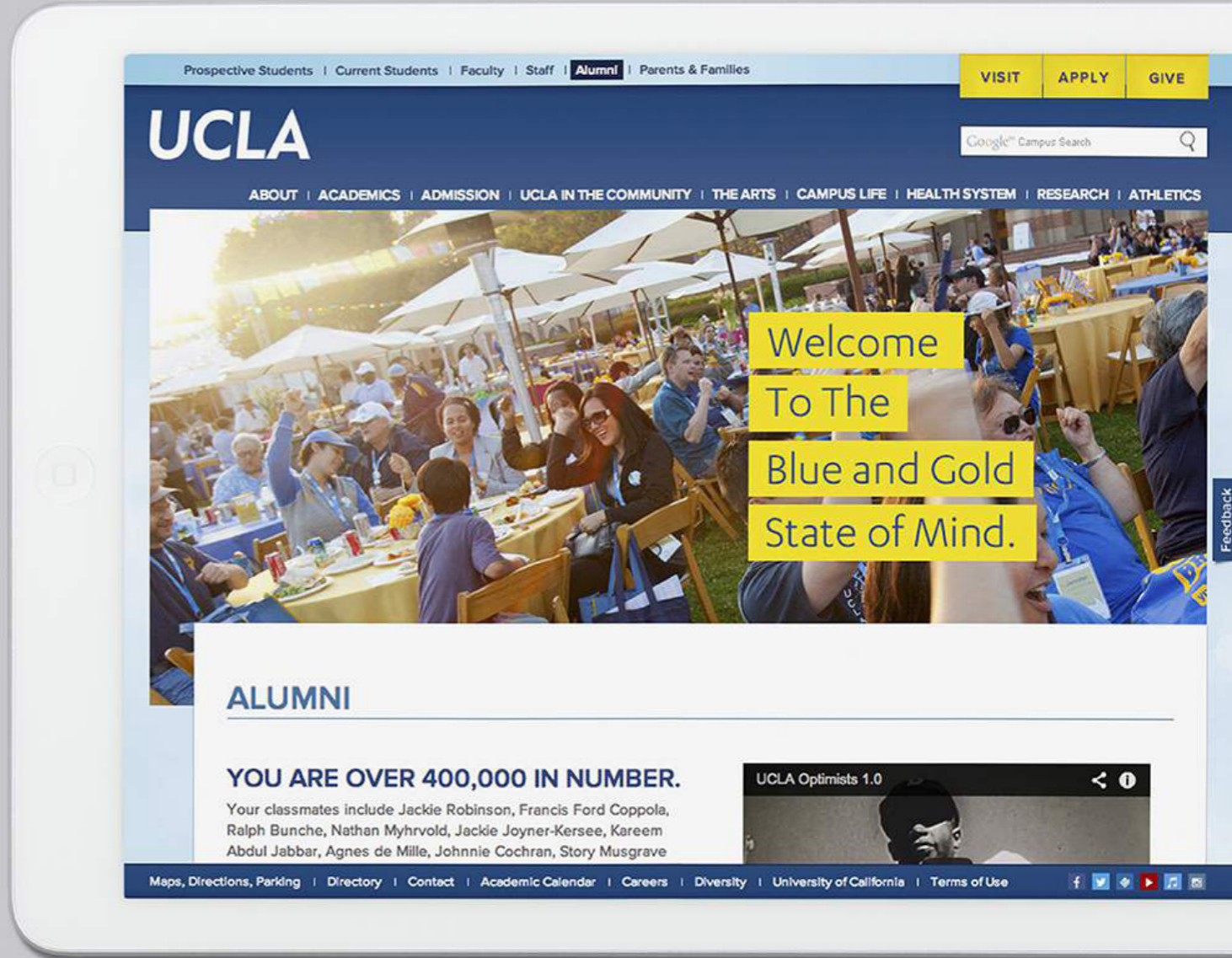


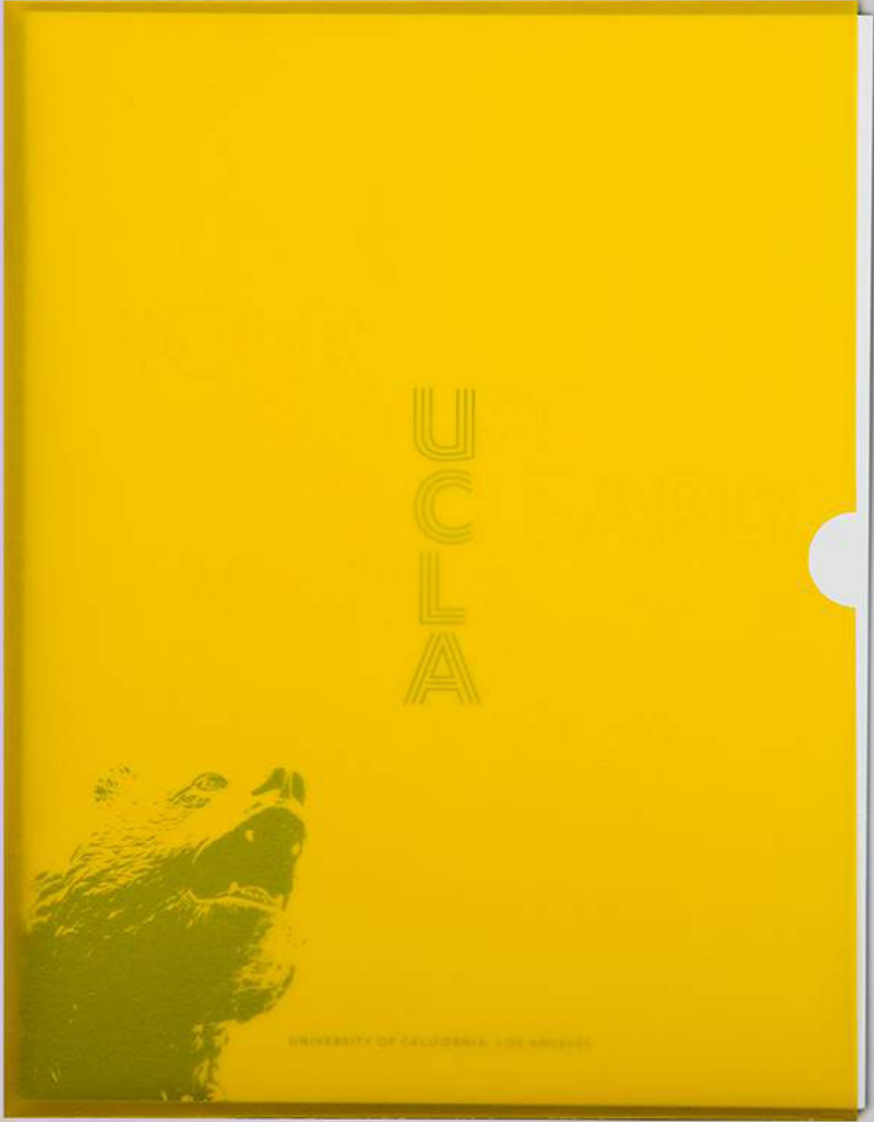
EXPERIENTIAL LEARNING



329 days
of sunshine
a year isn't
a forecast,
it's an
outlook.







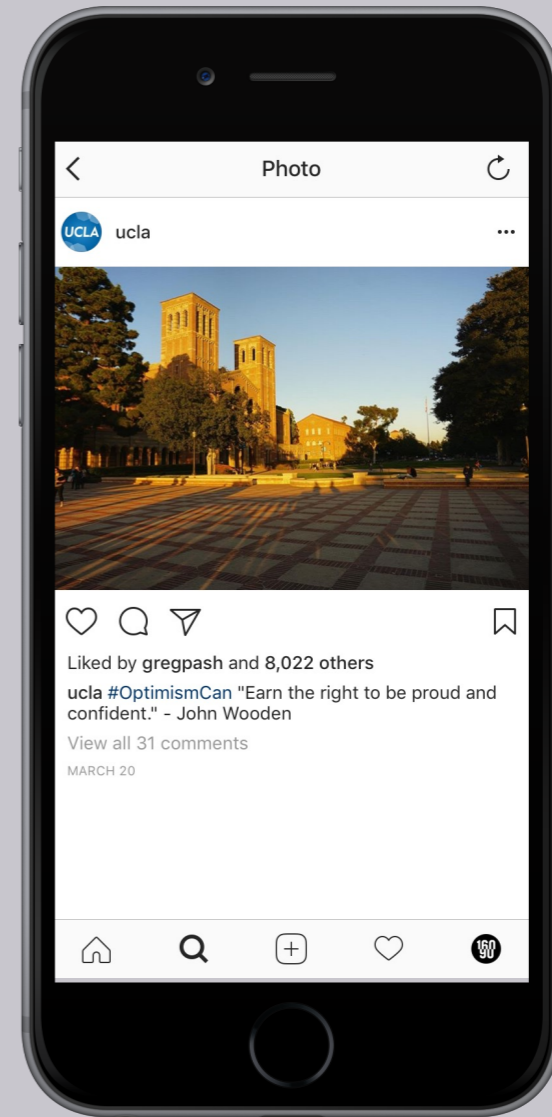
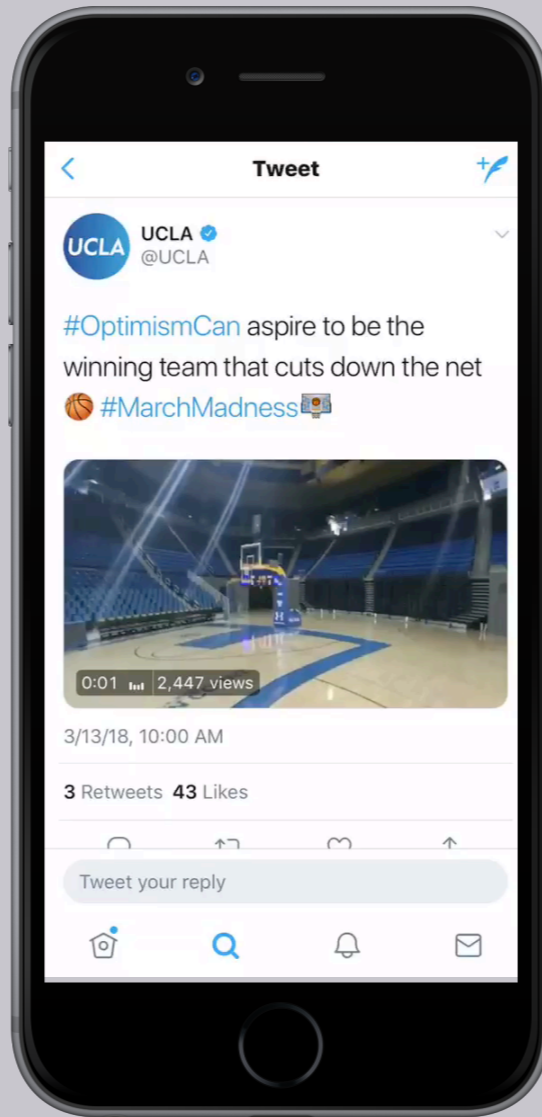
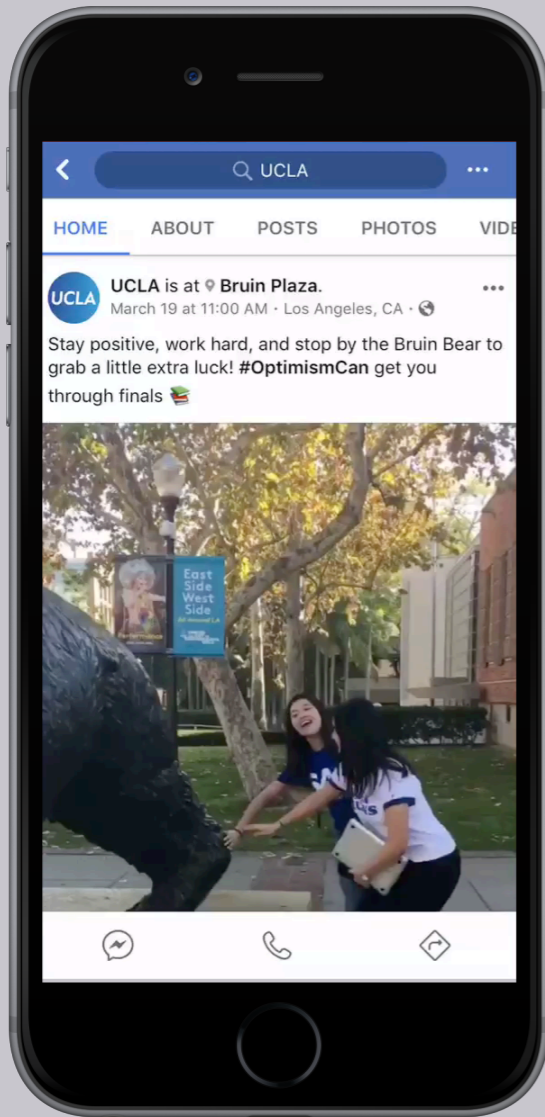


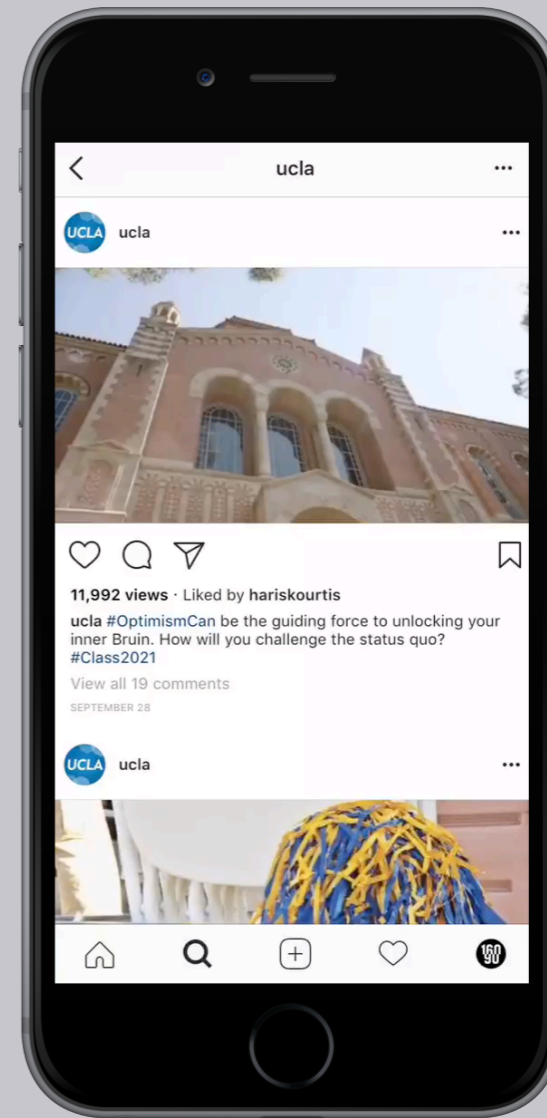
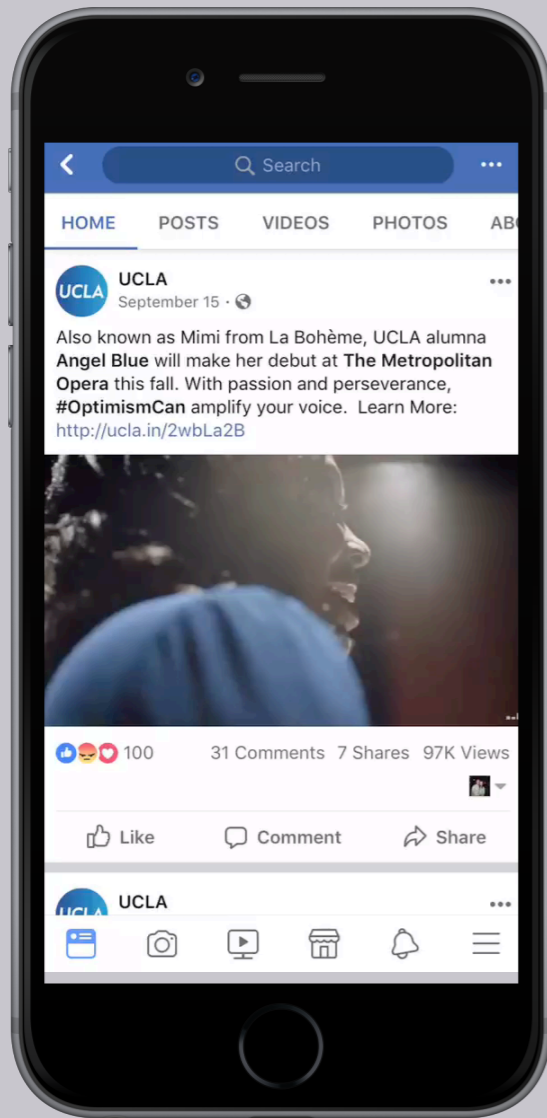


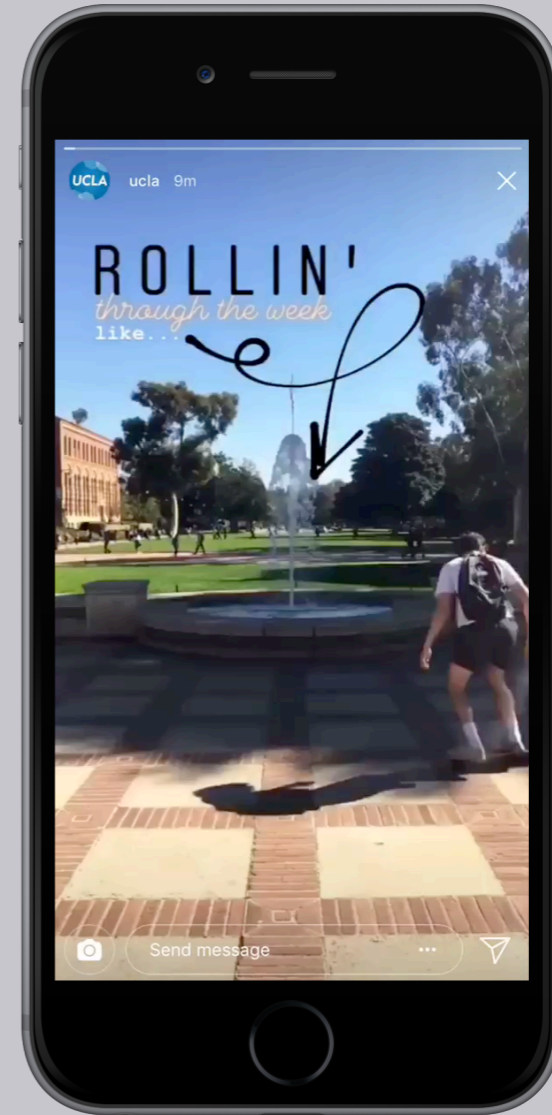
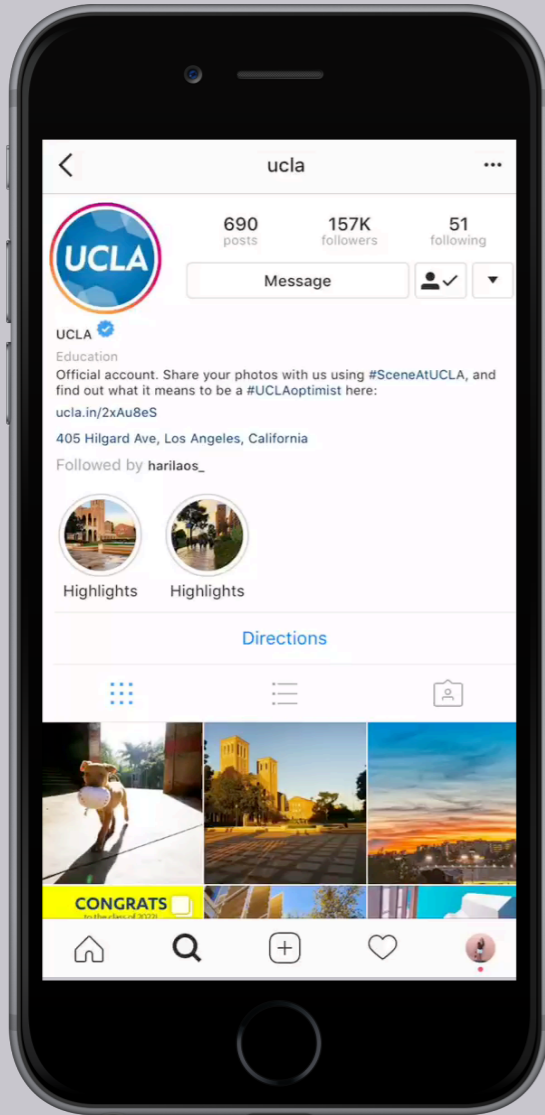


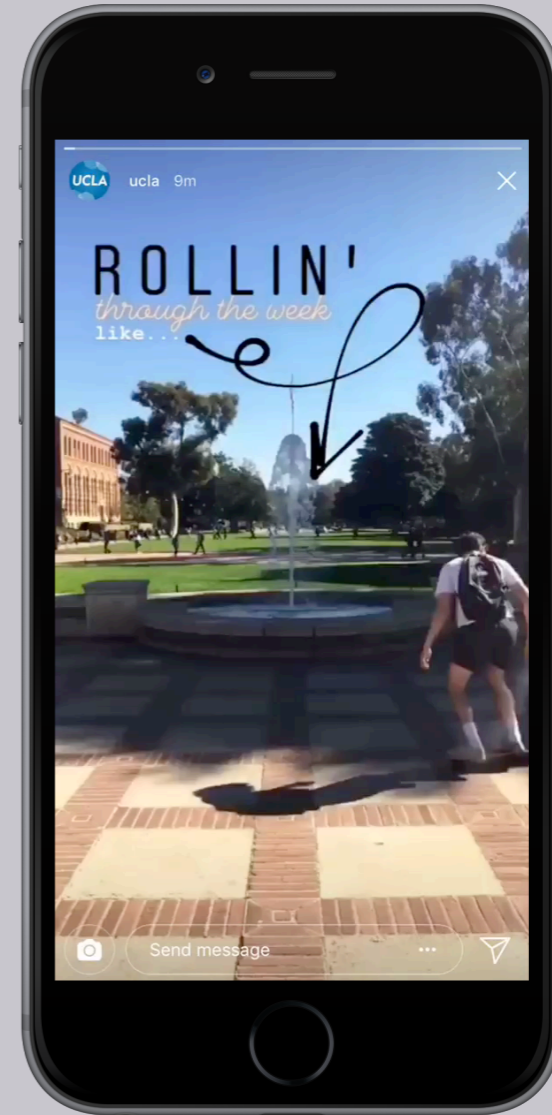
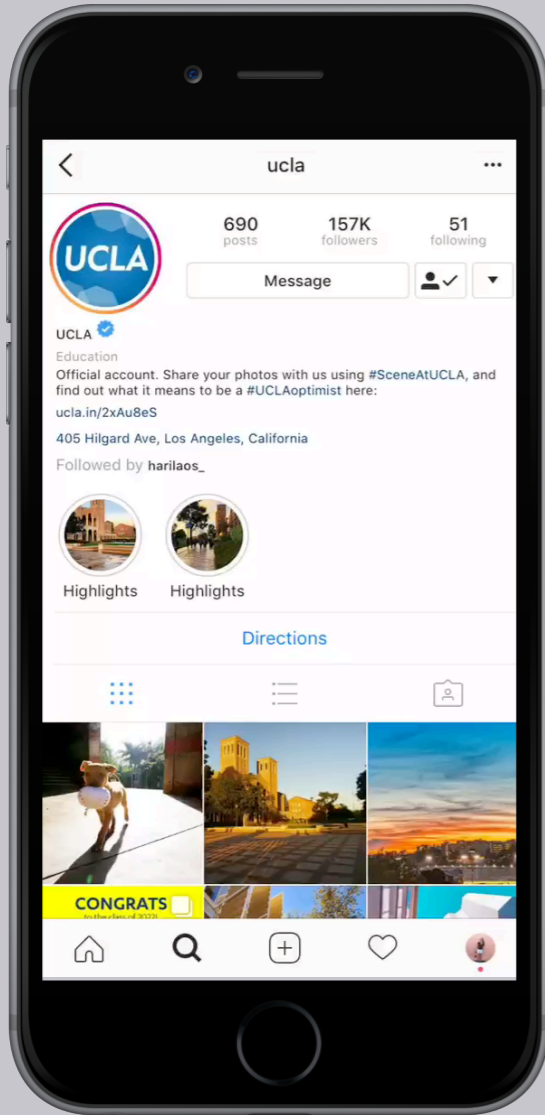














TUNE TO STATION **88.5FM** FOR THE SOUNDTRACK

A SHORT FILM BY UCLA STUDENT
PAUL LOPEZ

THINK UP

4218

CBS

The billboard features a background image of a palm tree against a blue sky with white clouds. The text is overlaid on this image. The top banner is black with white and yellow text. The main text is white, and the title 'THINK UP' is in a stylized, spaced-out font. The billboard is supported by a metal structure with a concrete pillar. The number '4218' and the CBS logo are visible on the structure.

LET THE RE BE...

The CENTENNIAL Campaign for **UCLA**

LET
THERE
BE **BROKEN
BARRIERS**

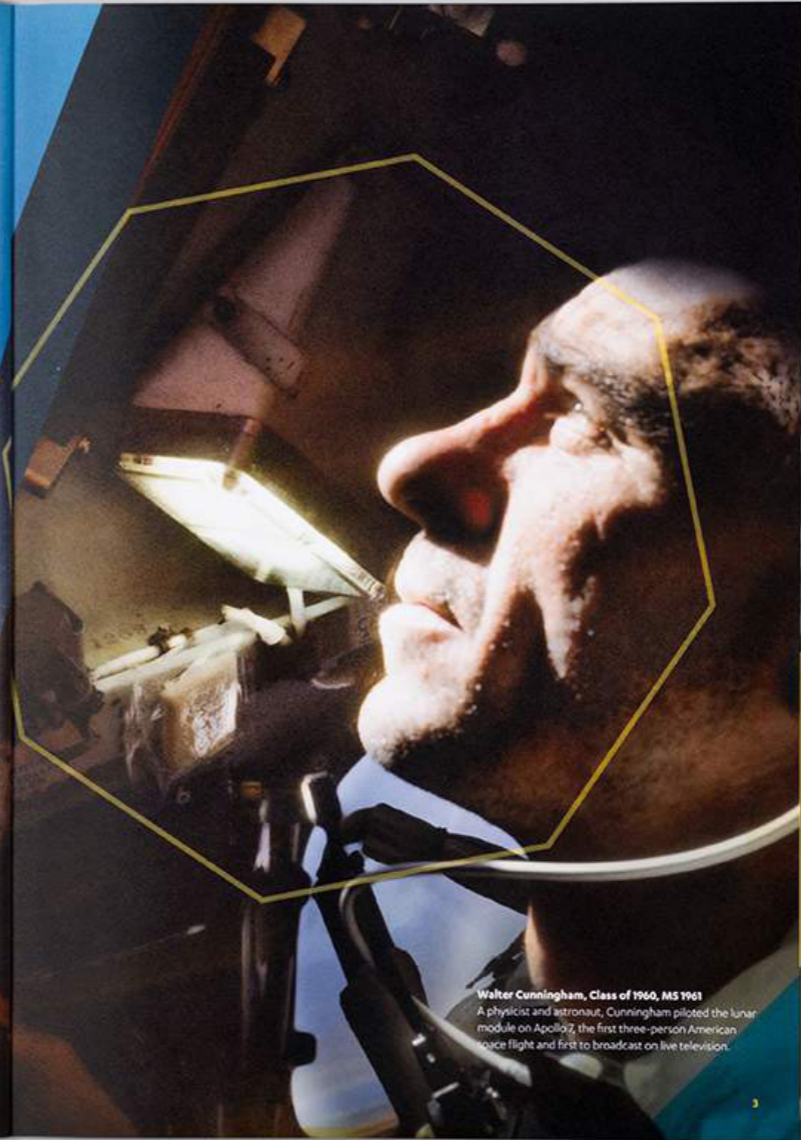
Let there be boundaries.
Let there be hurdles.
Let there be obstacles to overcome.
Where some see a barrier,
we see a new frontier.

W.M. Keck Observatory on the summit of Mauna Kea

Here UCLA astronomers have access to the world's largest telescopes. That's how Andrea Chee measured the orbits of stars to prove the existence of a monstrous black hole in the center of the Milky Way. Back on campus, James Larkin and the Infrared Laboratory for Astrophysics is at work on the IRIS imaging spectrograph for the Thirty Meter Telescope, destined to be the most advanced and powerful optical telescope in the world.

2

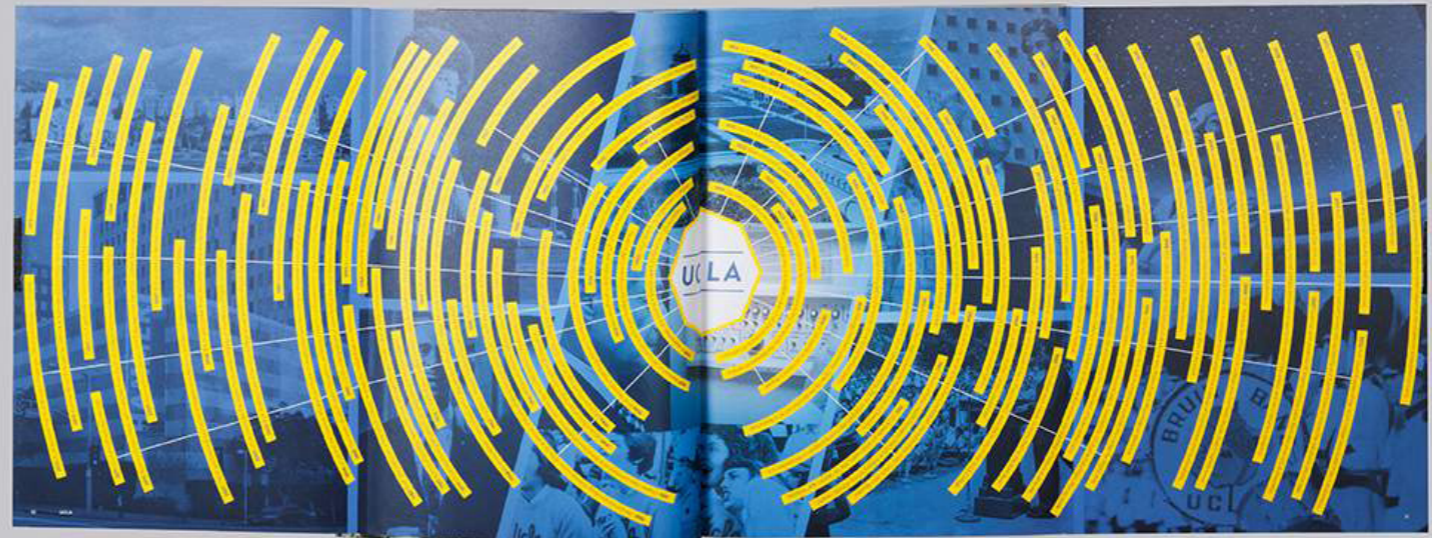
UCLA



Walter Cunningham, Class of 1960, MS 1961

A physicist and astronaut, Cunningham piloted the lunar module on Apollo 17, the first three-person American space flight and first to broadcast on live television.

3





ANCER IS JUST A WORD.
NOT A SENTENCE.

ADVANCE

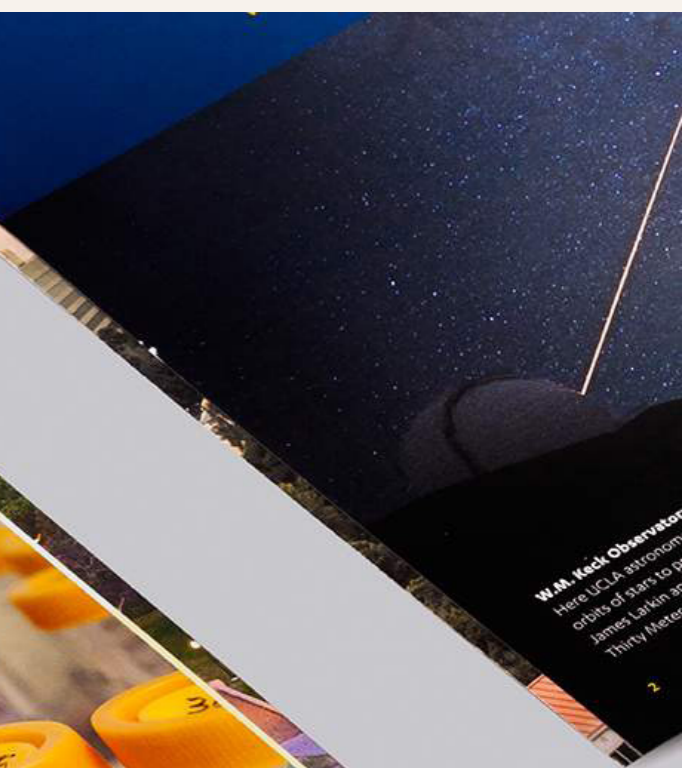


Owen Witte, M.D., Director, Broad Stem Cell Research Center
 A member of President Obama's Council on Bioethics, Witte has done breakthrough research on human leukemia and organoids for stem cells. Under his leadership, researchers at the Broad Stem Cell Research Center are developing treatments that use the body's own cells to regenerate healthy tissue. Clinical trials are already underway.

The Eli & Edythe Broad Center of Regenerative Medicine & Stem Cell Research at UCLA is at the forefront in the field of cellular therapeutics—cell-based approaches for tissue repair. It's more than just creating cells. It's creating the new building blocks of medicine.

Developing treatments like an immune response to melanoma—where the body actually seeks out and destroys malignant tumor cells—is just one of the clinical trials currently underway. From once-only tiny treatments to regenerating damaged cardiac tissue to the only active stem cell-based clinical trial for macular degeneration treatment, we are taking discoveries from the laboratory to the patient's bedside.

Stem cell research at UCLA is creating breakthroughs that translate to treatments that come from within our own bodies. So we can move away from invasive surgery or powerful drugs. It's medicine, personalized. It's life with a second chance.

W.M. Keck Observatory
 Here UCLA astronomer James Larkin and Thirty Meter Telescope



UCLA
 Broad Stem Cell Research Center
 Broad Center for Regenerative Medicine and Stem Cell Research
 Broad Institute



dialysis may keep patients alive, but are they really living?

THREE TO FIVE HOURS A DAY, THREE DAYS A WEEK—THAT'S the amount of time the average kidney-disease sufferer spends hooked up to a dialysis machine.

Enter Drs. David B.N. Lee and Martin Roberts, professors of clinical medicine at David Geffen School of Medicine at UCLA. Wanting to not only improve patients' health but their quality of life as well, they created an artificial wearable kidney. Worn as a belt underneath one's clothing, patients were now free from hospital beds, blood thinners and the general servitude of traditional treatment.

Who would have thought wearing your kidneys on your belt would help you follow your heart?



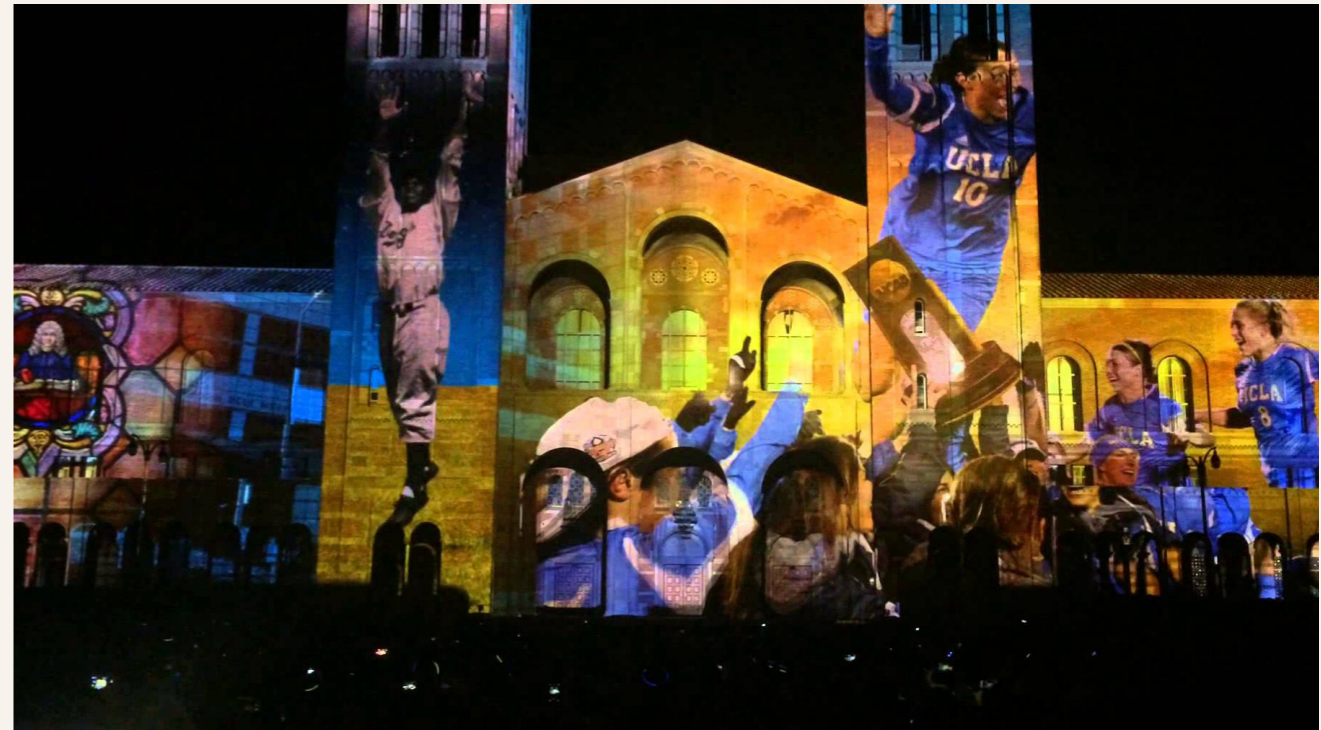
Ironically, Our Health Depends On You



UCLA Health Systems strives to create a level of care that transcends the usual impediments that modern health providers face. We would never want to hinder innovation like the wearable kidney or the first device that delivers transplant organs warm and beating because of a lack of facilities. Or be unable to create a children's unit that set the standard for all others because of funding shortages. Or not take on the difficult cases like complicated surgeries, transplants or cancer protocols because we were unable to attract the best minds in the field.

The reason we are able to do what we do is because of you. Partnerships are a crucial part in building a healthcare system reflective of the city it serves. One that is always thinking ahead. Always pushing forward. Always a beacon for what's possible when we really care.









AIRS TO THE THRONE

LEGACY INHERITED
HUSTLE INHERENT

UCLA
MEN'S BASKETBALL

11/11	vs. San Francisco	W 87-68
11/12	vs. San Francisco	W 80-62
11/13	vs. Oregon	W 82-69
11/14	vs. Oregon	W 82-69
11/15	vs. Oregon	W 82-69
11/16	vs. Oregon	W 82-69
11/17	vs. Oregon	W 82-69
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12/30	vs. Oregon	W 82-69
12/31	vs. Oregon	W 82-69

UCLA HEALTH
FOX
2010

BLUE BLOODS

UCLA
MEN'S BASKETBALL

AIRS TO THE THRONE

LEGACY INHERITED
HUSTLE INHERENT

UCLA
MEN'S BASKETBALL

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12/31	vs. Oregon	W 82-69

UCLA HEALTH
FOX
2010



GOLDEN LEGACY. WOODEN HEARTS.

UCLA
MEN'S BASKETBALL





LEGACY
INHERITED
HUSTLE
INHERENT

CHAIRS TO THE THRONE

LEGACY INHERITED
HUSTLE INHERENT

Ucla
MEN'S BASKETBALL

UCLAARRIVE.COM

OCT 10 -	CS San Bernardino	JAN 18	Utah
NOV 4 -	CS San Marcos	JAN 25	Stanford
NOV 8 -	Oakland	JAN 29	California
NOV 12 -	Oakland	JAN 30	Oregon State
NOV 18	San Francisco State	FEB 1	UIC
NOV 22	Washington State	FEB 11	Utah
NOV 28	Las Vegas International Regional Outdoors	FEB 13	Colorado
NOV 28	Las Vegas International Regional Outdoors (at Veterans Center)	FEB 20	California
NOV 28	Las Vegas International Finals North American Performance	FEB 23	Stanford
DEC 1	Missouri	FEB 26	Oregon
DEC 14	Procter & Gamble	NOV 3	Oregon State
DEC 18	Utah State	NOV 4	Washington State
DEC 22	Utah State	NOV 4	Washington
DEC 28	Alabama	NOV 12	Pan 12 International (at Grand Lakes Park, TX)
JAN 4	UNC	NOV 18	NCAA First Round
JAN 9	Arizona	NOV 20	NCAA Second & Third Rounds
JAN 12	Arizona State	NOV 27	NCAA Regional
JAN 16	Colorado	APR 5	NCAA Final Four at AT&T Stadium, Arlington, TX

HOUSE OF THE PAULEY

Ucla

UCLA VS. DREXEL

Ucla

UCLA VS. DREXEL

Ucla

MEN'S BASKETBALL
OFFICIAL SCHEDULE

Ucla

GOLDEN LEGACY, WOODEN HEARTS.

Ucla

DEC 10 -	CS SAN BERNARDINO	DEC 7 -	MISSOURI	FEB 1 -	OREGON
NOV 4 -	CS SAN MARCOS	DEC 14 -	PEABODY STATE	FEB 8 -	BYU
NOV 8 -	OAKLAND	DEC 15 -	BOISE	FEB 12 -	UTAH
NOV 12 -	OAKLAND	DEC 20 -	NEBRASKA STATE	FEB 15 -	COLORADO
NOV 18 -	SAN FRANCISCO STATE	DEC 28	ALABAMA	FEB 20 -	CALIFORNIA
NOV 22 -	WASHINGTON STATE	JAN 4	UIC	FEB 21 -	STANFORD
NOV 28 -	SAN DIEGO STATE	JAN 8	ARIZONA	FEB 24 -	OREGON
NOV 28 -	SAN DIEGO STATE	JAN 12 -	ARIZONA STATE	FEB 25 -	OREGON STATE
NOV 28 -	SAN DIEGO STATE	JAN 16 -	COLORADO	MAR 4 -	WASHINGTON STATE
NOV 28 -	SAN DIEGO STATE	JAN 19 -	UTAH	MAR 8 -	WASHINGTON
NOV 28 -	SAN DIEGO STATE	JAN 23 -	EDMUND		
NOV 28 -	SAN DIEGO STATE	JAN 27 -	CALIFORNIA		
NOV 28 -	SAN DIEGO STATE	JAN 31 -	OREGON STATE		

UCLA
CALLED
TO
COURT

Ucla
SEASON TICKETS

ACCOUNT # 142856
\$59.90 106 3 3 8:00PM
SEC ROW SEAT

ACCOUNT # 142856
\$59.90 106 3 3 8:00PM
SEC ROW SEAT

Ucla
MEN'S BASKETBALL

GAME
ONE

UCLA VS. DREXEL

FRIDAY, NOVEMBER 8TH
PAULEY PAVILION

ACCOUNT # 142856
\$59.90 106 3 3 8:00PM
SEC ROW SEAT

Ucla MEN'S BASKETBALL

GOLDEN LEGACY.
WOODEN HEARTS.





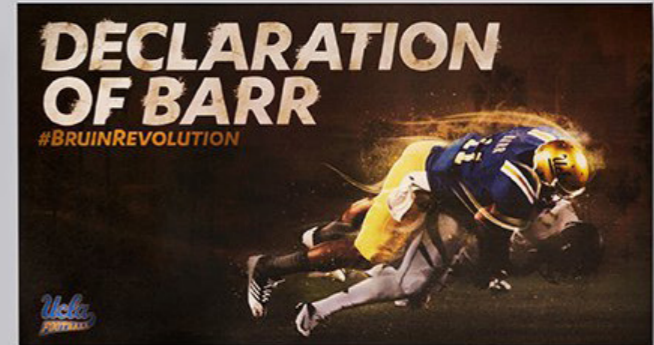
UCLA
BRUINS

HOUSE
OF THE
PAULEY



UCLA
MEN'S BASKETBALL





**HOW
THE WEST
IS WON**

**Ucla
FOOTBALL**

#BRUINREVOLUTION

BEST

DECLARATION OF BARR

#BRUINREVOLUTION



**THE RIGHT
TO BEAR
ARMS**



THE RIGHT TO BEAR ARMS

#BRUINREVOLUTION





**THIS LAND
IS OUR LAND**
#BRUINREVOLUTION

UCLA
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