

The innovation that the Daily Bruin is submitting is its breaking feed tool, which was first used in October 2024.

## Notable uses of the feed

The development of the breaking feed tool was an effort undertaken by the Daily Bruin's main site team during Summer 2024 and was first used during [The Bruin's coverage of on-campus activities on Oct. 7, 2024](#) – one year since the attack on Israel by Palestinian political party and militant group Hamas.

### **LIVE FEED:**

**7:17 p.m.** – In an emailed statement, a UCPD spokesperson said SJP violated university time, place and manner policies by protesting in Dickson Court North and outside the Broad Art Center. They added that the group refused to comply with university requests to move to a designated free-speech area and stop using amplified sound. The spokesperson also said UCPD used a drone in cooperation with a neighboring police agency to monitor the protest. A second drone above the UCLA campus was not associated with UCPD.

**6:23 p.m.** – Around 200 organizers from Bruins for Israel converged at UCLA Hillel on Hilgard Avenue around 6:15 p.m. for a "silent walk" through campus to recognize the one-year anniversary of the Oct. 7 attacks on Israel by the Palestinian political party and militant group Hamas.

**6:18 p.m.** – An organizer for the event said to expect "much, much more" this week from pro-Palestine protesters. In an Instagram post, Students for Justice in Palestine and the Palestine Solidarity Collective at UCLA had previously said they planned a "week of rage."



(Gabrielle Gillette/Daily Bruin senior staff)

In the first use of the breaking feed, the feed allowed us to provide live updates of ongoing events on campus, which allowed our staff to be able to inform the UCLA community without having to produce a full breaking story immediately for each event that occurred on campus. These events included a moving protest led by Students for Justice in Palestine at UCLA, a vigil for victims of Oct. 7 and a verbatim play about the Hamas led attack in 2023.

The Bruin later used the feed to cover [Election Night 2024](#).

The breaking feed was used to provide live updates of races up and down the ballot, ranging from the presidential election to the many referendums on California and Los Angeles County ballots.

A challenge we aimed to tackle that night was how to coordinate posts as multiple stories quickly developed. The answer was effectively "all hands on deck." At any given moment, a News editor would edit and fact-check posts that came in from contributors. Then, one of two Copy editors on shift would "slot" and post the breaking feed posts; to mitigate the challenge posed by the volume of posts, one Copy editor was responsible for editing on-the-scene reporting (such as reports from election watch parties and

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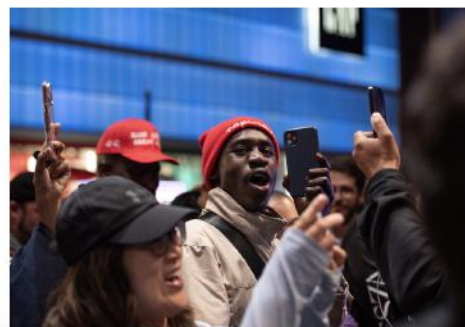
Lex Wang 11/6/2024, 12:08:08 AM | 223 Days, 13 Hours, 17 Minutes Ago

NEW YORK – As the crowd in Times Square disperses for the night after Trump's victory speech comes to a close, Phil Weiss said he feels at ease thinking Republicans have secured their chosen representative in the White House.

"I feel tremendous relief knowing that the Democratic Party will no longer be in charge to push their partisan political agenda, which sacrifices the interests of the American people," said Weiss, a writer from Manhattan.

Police officers, who were swarming the area prior to the former president's speech, are now limited in sight.

(Lex Wang/Daily Bruin senior staff)



ballot-counting centers), while another was responsible for updates relating to results.


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"The workers united will never be defeated," participants chanted as they marched.

Shiv Patel 11/21/2024, 11:36:40 AM | 208 Days, 2 Hours, 27 Minutes Ago

Demonstrators on campus participating in a student solidarity rally – led by the Student Labor Advocacy Project – walked through the Mathematical Sciences building and Boelter Hall around 11:30 a.m., calling on students to take part in the rally.

(Shiv Patel/Daily Bruin senior staff)



Pranav Veerabahu 11/21/2024, 11:35:28 AM | 208 Days, 2 Hours, 29 Minutes Ago

Feast at Rieber opened for lunch fewer than 30 minutes ago. After an

We later used the breaking feed to cover the [strike](#) by the American Federation of State, County and Municipal Employees Local 3299, which represents thousands of workers across the UC system. The strike led to consolidating dining operations on campus, and the breaking feed was instrumental in reporting the impacts on students posed by the strike.

A challenge we faced during this strike pertained to student demonstrations. On the second day of the two-day strike, members of the Student Labor Advocacy Project marched through campus buildings; we struggled to keep the feed updated with the latest information, as posts could often take minutes at a time to push from WordPress to our main site.

**UCLA FOOTBALL SUCCUMBS TO USC IN 2024 BATTLE FOR LOS ANGELES – AS IT HAPPENED**

**What we're covering here**  
The Daily Bruin covers breaking news relevant to the UCLA community all day long. This page is covering UCLA football's annual cross-town showdown against USC, providing live updates all night long.

Ira Gershowitz 11/24/2024, 12:51:43 AM | 205 Days, 13 Hours, 19 Minutes Ago

**Good night from the Rose Bowl**


Well, folks, it's time to sign off.

The Rose Bowl is completely vacated. Bruin fans embarked on a hour-long journey back to Westwood – I can't imagine those rides were much fun after tonight's 19-13 crushing loss. Trojan fans, meanwhile, must be waltzing their way back to University Park. The Victory Bell will in fact take up residence at USC for another year at least.

We've been live for about eight hours now – so, truly, thank you all for following along. It's been a pleasure to provide you live updates all night long, and we hope this feed provided you everything you needed to feel part of all the action.

Good night from the Rose Bowl. Thank you.

(Mia Tavares/Daily Bruin senior staff)



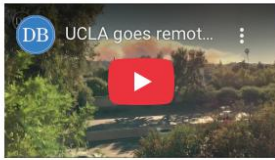
Daily Bruin Sports also used the breaking feed to cover [UCLA football's rivalry game](#) against USC. Again, the challenge of trying to communicate quickly changing information (in this case, scores) while dealing with delays with WordPress presented itself. However, the feed allowed Sports reporters to provide commentary throughout the game, enhancing the experience The Bruin provided to its audience.

## JANUARY 2025 FIRES

### What we're covering here

The Daily Bruin covers breaking news relevant to the UCLA community as it happens. This page is covering the January 2025 fires across Los Angeles County.

[Palisades fire perimeter and evacuation map](#)



Dylan Winward 1/23/2025, 2:02:49 PM | 145 Days, 11 Minutes Ago

The South Coast Air Quality Management District has issued a windblown ash and dust advisory for Los Angeles County, according to a press release from the county department of public health. Residents are advised to stay indoors and wear a mask if they go outdoors, according to the release.

A separate press release from the department also issued a health advisory for poor health quality for the county, which will last until 10 p.m. Thursday.

"Public Health urges everyone in areas where there is visible smoke or the smell of smoke or unhealthy air quality to avoid unnecessary outdoor exposure and to limit physical exertion (whether indoor or outdoor), such as exercise," the department said in the statement.

As of 1:41 p.m. Thursday, the air quality at UCLA was rated as "good," according to the UCLA Air Quality website.

Dylan Winward 1/23/2025, 1:56:50 PM | 145 Days, 17 Minutes Ago

The Sepulveda Fire, which began 1.8 miles away from UCLA on Wednesday evening, has been 60% contained.

**[Related: [Sepulveda fire east of Interstate 405 reaches 60% containment](#)]**

Dylan Winward 1/23/2025, 2:01:46 AM | 145 Days, 12 Hours, 12 Minutes Ago

The Los Angeles Fire Department has stopped all forward progress from the Sepulveda Fire, according to a 1:55 a.m. statement from LAFD spokesperson Margaret Stewart. The fire was held at 40 acres, and evacuation warnings are no longer in effect, she said.

"There are no structures damaged and no injuries reported," Stewart said in the statement. "Firefighters will remain on scene through the night conducting mop up operations to ensure no hot spots remain."

The Sepulveda Fire started around 1.8 miles from campus Wednesday evening. Although areas adjacent to UCLA were previously under evacuation warning, the campus did not fall under evacuation order because of the fire.



Arguably the most important use of the breaking feed came during the [wildfires](#) across Los Angeles County in January. The first few days of the fire outbreak changed so much; UCLA students were in just their second day of class since winter break; less than 36 hours later, Chancellor Julio Frenk announced that UCLA had cancelled undergraduate classes. Our use of the breaking feed, along with standalone articles, allowed us to keep the UCLA community informed. Many of our staff had left Westwood by the end of the first week of the fire outbreak, but the breaking feed allowed us to fulfill our goal of still informing the UCLA community about the developing situation, including the Palisades fire, which prompted an evacuation warning to border campus.

### Summary

The Daily Bruin's breaking feed tool, despite its limitations, has been a key innovation by the Daily Bruin that has allowed our organization to fulfill our goal of informing the UCLA community.