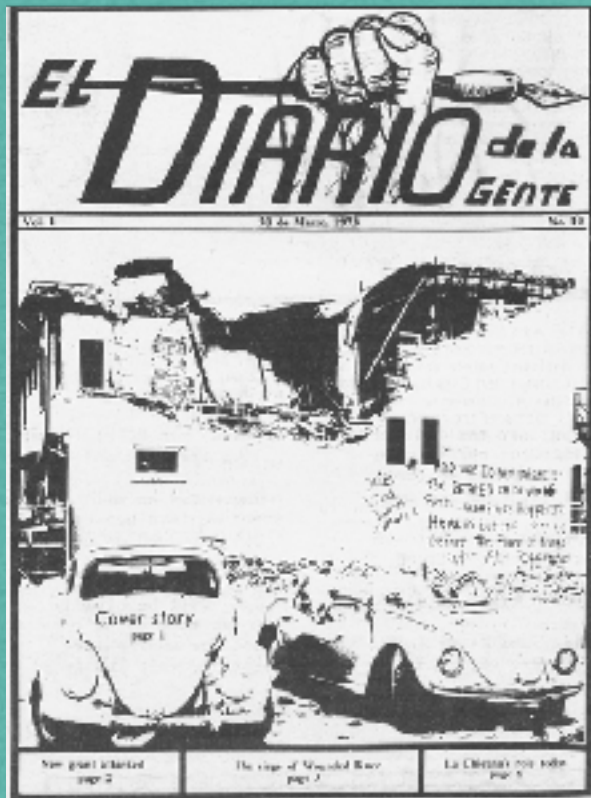


Before there was *La Cucaracha*, there were *El Diario* and *UMAS Publications* at the University of Colorado in Boulder.

Juan Espinosa, David Martinez and Pablo Mora were journalism students who met at CU in 1971. They helped publish *El Diario*, *Somos Aztlan* and other campus publications. In 1975, they regrouped in Pueblo to found *La Cucaracha*.



The Denver Police attack on the Crusade for Justice on March 17, 1973, was the lead story in *El Diario* that month.



The goals of *La Cucaracha* were to take Chicano newspapers to a more professional level and to produce a publication for and about a segment of the community that long had been ignored and misrepresented in the major media.

Headlines in the first edition set the tone

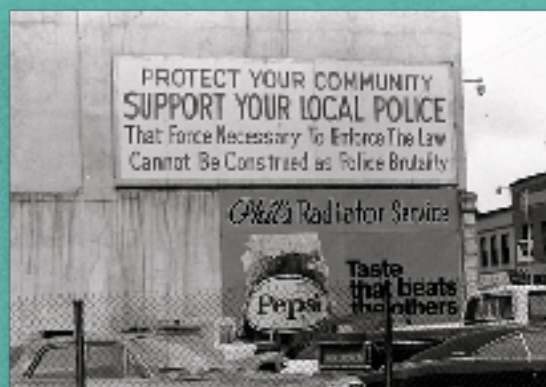
CHANGES ORDERED IN BILINGUAL PLAN

D.A. Said Lax On Police Beatings

200 Years of Misery, Injustice Recalled

Coors Boycott Alive & Well

'76 FETE IS UNWARRANTED



The Pueblo Police department responded to allegations of police brutality by erecting this billboard on Union Avenue. Stories about police officers using excessive force were frequently the topic of stories in *La Cucaracha* beginning with the first issue.

