

Below are excerpts from "Ola" a regular column in *La Cucaracha* where the staff shared its plans for the publication

Goals, Mission & Vision

May 1976
La Cucaracha is a community newspaper written from a Chicano perspective. The staff is dedicated to creating an alternative to the existing radio, television, and newspapers in Pueblo. We feel these established information outlets are not adequately serving all of the people of the community, especially the poor, those unable to buy favorable news coverage. Therefore, we are involved in gathering and printing news which does not seem to fit into the other media.
La Cucaracha will present news, features, and editorials written from a Chicano point of view by Chicanos.
Mostly, we hope to provide Chicanos in the community with a long overdue, independent media.

Freedom of Press is a right

July 5, 1976
There are those who would question the need for a newspaper which serves primarily Chicanos. Freedom of the Press is a right of every human being. It is through newspapers that history is documented; that ideas are aired; that births, deaths and other vital statistics are recorded; and that the people's right to know is protected. How ironic that this government has helped the US's newest immigrants the Vietnamese, establish more newspapers per capita after only one year than the Chicano people have to show for their more than 430 years on this land.

Organized Opposition
Aug. 2, 1976
Reactions to *La Cucaracha* have come in a variety of forms ranging from anonymous phone calls to our advertisers, to constructive criticisms through the *tortilla trail*. Last week, one of our advertising salespersons was told by a Pueblo businessman that he received eight phone calls the day the newspaper came out. The callers would not identify themselves, but evidently were opposed to his supporting *La Cucaracha*. He told our salesperson, "I'm not going to let the bigots in this town tell me where I can buy advertising."

Independent Press
Dec 6, 1976
La Cucaracha has not and will not give blanket endorsements to anyone simply because they are recognized leaders. We reserve the right to support our leaders when we believe they are right and speak out when we feel they are wrong. Too many politicians have gone unquestioned by newspapers afraid to question.

"La Cucaracha" wasn't the first name that came to mind, but after we thought about it, it stuck.

We considered the symbolism of la cucaracha, the lowly insect that has survived every natural catastrophe. According to scientists, the tenacious insect has a good chance of living through an atomic disaster and inheriting the planet.

The Chicano, too, has survived. We were in Aztlán first and have survived Anglo society's attempt to exterminate our language, culture and future.

Gen. Francisco "Pancho" Villa gave la cucaracha a historical significance when he named his supply train "La Cucaracha." It was also Villa who adopted the popular corrido as a marching song for his army, La Division del Norte.

In the 1970s, the late Oscar Zeta Acosta, an activist lawyer from California, wrote the novel, "Revolt of the Cockroach People." He said that we, the Chicanos, are cockroach people along with all people of color and other poor people in the world.



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