

# The Cucs



Staff gathering in the Espinosa's backyard, circa 1981. Seated: (left to right) Catalina Espinosa, Juan Espinosa, Alicia Espinosa, Deborah Espinosa, Neva Espinosa, Josie DeLaTorre, Denise Bernal and David Martinez; Standing: Jose Esteban Ortega, Diane Bernal, Romolo Mares, Estrella Espinosa, Pablo Mora and Rita J. Martinez

## Founding Staff

Juan Espinosa  
Deborah Espinosa  
David Martinez  
Paul Mora  
Celestino Madrid  
Juan "Freddy Freak" Trujillo  
Guillermo DeHerrera  
Jess Vigil  
Dora Esquibel  
Juan Ortega

## Staff Over The Years

Romolo Mares  
Rita Martinez  
Jose Esteban Ortega  
Patricia Mediano  
Lola Gutierrez  
Rich Montano  
Felipe Najjar  
Antonio Sanchez  
Dolores Montoya  
Miguel Garcia  
Leo Lucero  
Ray Otero  
Thelma Guerrero  
Francisco Arteaga  
Dan Vigil  
Eutemio Topete  
Margarito Fuentes  
Virgilio Licona  
Barbara Licona  
James Montoya  
Pedro Romero  
Leandro Rodriguez  
Nancy Trujillo  
Sylvestre Arteaga  
Pat Gallegos  
Cindy Fuentes  
Tito Vega  
Nick Vargas  
Abran Sandoval  
Deborah Martinez  
Terry Vargas  
Rosemary Torres  
Nellie Blea  
Mike Lopez  
Diana Bernal  
Lloyd Romero  
Ernie Montano

## Contributors

Connie Ramos  
Cathy Autabee  
Cathy Morel  
Kathy Kanda  
Andrea Garcia  
Teresa Gallegos  
Rita Alcon  
David Garcia  
Kathy Ortega  
Bernard Duran  
Billy Quintana  
Rudy Ornales  
Liz Barela  
Cathy Lucero  
Roberto Lucero  
Basilio Hernandez  
Al Sanchez  
Norbo (J.R.) Contreras  
Maria Vega  
Angelina "Moggie" Najjar  
Peggy Ortega  
Nick Rodriguez  
Miguel Angel Acosta  
Josie DeLaTorre  
Tato Cruz  
Fred Vialpando  
Becky Tillman  
Mary Ann Chaverra  
Rose Mary Sanchez  
Felix Abeyta  
Anita Romero  
Larry Salas  
And many, many more



Pablo Mora



José Ortega



Rita J. Martinez



David Martinez & intern



Deborah Mora Espinosa



Juan Espinosa



Juan Ortega



Felipe Najjar

Within a few short months after we began publishing, our staff became known as "The Cucs." In some cases, it became our names, i.e. Juancuc, Davecuc, and Raycuc. Four decades after we ceased publication, we are still "The Cucs" to many.

This team of journalists, photographers, layout and production artists developed their skills by producing *La Cucaracha*, under the umbrella organization Producciones Estrella Roja, or "PER."

We helped others to start and publish their own alternative newspapers.

Paid advertising revenues helped defray the costs of publishing *La Cucaracha*. PER also produced the first brochures, dinner/dance programs and flyers for the Latino Chamber of Commerce.

Also to generate more funds, the staff produced several annual reports for Spanish Peaks Mental Health Centers and did extensive printed products for The Neighborhood Health Centers.

We also produced silk-screened products including flags, t-shirts, and posters for sale at Chicano holidays and at the Colorado State Fair.

Our offices were visited by leaders of the American Indian Movement John Trudell and Carter Camp; Teatro Campesino co-founder Daniel Valdez; Puertorican Independence advocate Juan Corretijer; also entertainers, poets, spiritual leaders, curanderos and artists of all mediums.