

41. Pedro Sánchez

My experience regarding the plebiscite could be summarized as overcoming fear. The coup happened when I was 28 years old, right? The experience of terror, seeing how they killed your friends, how your world crumbled, the world of friendships, of relationships. That world disappeared for me because they were all left-wing. All of them. Either they left or they were killed. And even though I was offered a job in Mexico, working in television as a lighting technician, I wanted to stay. But I suffered a different form of torture, psychological torture, you know? As an adult, you live in constant terror, terrified of losing your life because a soldier may suspect you, and that's it. Game over. So, that feeling of fragility and powerlessness is very strong. Beyond the things that happened directly to me, like being separated from a three and a half-year-old son who went with his mother because she was a journalist for *El Siglo* newspaper, my first wife, and spending six months without knowing where they were because they sought asylum at the German embassy, not the Dutch embassy, sorry. But they never made it to the Netherlands, and since the correspondence was also intercepted, they couldn't write to me, and I spent six months not knowing where my son was.

So, all of that was a very painful and terrifying situation at the same time. And then, when the opportunity came to work on the "No" campaign, where all the people working in advertising and creative fields, who had ended up there due to lack of other job opportunities, came together. Advertising was a new, open field, and many left-wing individuals sought refuge there. So, we knew each other well. And when this possibility arose to finally say something, an enormous creative force was unleashed. I worked on commercials with Nacho Agüero and others like Caiozzi, a group of people who worked for the "No" side. But Nacho was close to me, is close to me, and he invited me to do the voiceover for two or three things, two spots. The message was very precise and clear, right? "Without hatred, without fear. Without violence, vote No." And on that day, after recording, I came home and told my wife, you know what happened to me today? I took off the military boot from my head. I lost the fear. So, for me, the victory was personal, intimate. So when the victory of "No" came, of course, I was happy, but I had felt the triumph before, on a different level.