

UPDATED: March 11TH, 2024



**“SAY NO TO PINOCHET!”**

**BACKGROUND GUIDE**

**TRITONMUN XXVII – APRIL 27-28TH, 2024**

**MODEL UNITED NATIONS AT UNIVERSITY OF CALIFORNIA, SAN DIEGO**

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## HEAD CHAIR LETTER

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Greetings Delegates,

Hope all are doing well! My name is Mariana Irineo and welcome to the “Say No to Pinochet Committee” for TritonMUN XXVII. I am a second year Communications Major with a minor in Chicano/x studies. This is also my second year in Model UN and first time ever chairing a committee. As a Comms Major, the “Say NO” campaign and the 1988 Chilean Plebiscite is something that we study extensively due to the way in which media was utilized in order to bring about Socio Political change. I hope all delegates walk away from this committee with a more profound sense of the way in which media institutions function and the way in which media personnel craft the message in advertisements, television programs, films, the news, and political campaigns. In this committee it is important to be creative, thoughtful, collaborative, and outgoing in order to fully understand the mechanism behind the “Say NO!” Campaign.

Take Care,

Mariana I.

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## VICE CHAIR LETTER

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Esteemed delegates,

Welcome to TritonMUN XXVII! My name is Lauren Gumarang and I am a first-year undergraduate student here at UC San Diego studying public health policy and minoring in political science, and possibly Chinese studies as well. This has been my first year in Model United Nations and will be my second TritonMUN. I am ecstatic to be your vice chair for the “Say No to Pinochet!” committee! This will be a unique committee emphasizing each delegate’s skills in rhetoric and engaging each delegate’s creativity with the ultimate goal of ousting dictator Pinochet with the 1988 Plebiscite vote. While working on this background guide, I have become acquainted with the complexity of the response and resistance to the Pinochet regime; the diversity of perspectives present in the “No” campaign is fascinating, and while it may prove difficult to maneuver, I encourage you all to embrace this during committee. I am truly looking forward to how you all will navigate the nuances of this committee, and I can’t wait to meet you in April!

Best regards,

Lauren Gumarang

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## POSITION PAPER GUIDELINES

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### TRITONMUN POSITION PAPER GUIDELINES

- Position Papers are due on **April 19, 2024 at 11:59pm.**
  - Requests for extensions must be sent by the advisor to TritonMUN by **April 12, 2024.**
- Position Papers must be submitted to the **Google Form** linked here:
  - <https://forms.gle/Z9PsMZxgpsotNnq68>
- Format
  - For committees with one topic there should be two pages for the topic with an additional page for citations, for a total of 3 pages.
  - Papers should be single-spaced in Times New Roman 12 pt. font and include no pictures.
  - At the top of each paper, include your country/person, name, committee, and topic.
  - Required\* Sections: Each of these sections should be clearly labeled
    - Background
    - Past Actions by the Committee (if applicable)
    - Position of your Country/Person
    - Possible Solutions

\*Some committees may ask for different formatting or an alternative to a position paper altogether, this will be clearly noted in the background guide for that committee



## “SAY NO TO PINOCHET!”

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### BACKGROUND

The history regarding the Augusto Pinochet regime is lengthy and complex, with a variety of political actors. Therefore, it is critical to examine all of the necessary context prior to the regime.



### Allende Regime

Prior to the time of Augusto Pinochet, Salvador Allende came to power in Chile following the 1970 election, having run as a Marxist candidate with the Chilean Socialist Party (Doubek). Before this election, however, the United States Central Intelligence Agency attempted to subdue the Marxist influence via propaganda and media influences. This came in a time where Henry Kissinger served as President Nixon’s National Security Advisor; as a staunch anti-communist, Kissinger saw the rise of Allende as a rising ally to the USSR (Doubek). Despite the US’s CIA attempting to intervene and halt the ascension of Allende to the reins of power, Allende began to

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establish socialist policies. Much to the dismay of the United States, having assets throughout Chile, Allende focused on promoting public ownership, income redistribution, worker input, and emphasis on suppressing the private sector (Goldberg 104).

The US was never on the side of Allende and had always hoped he would not win his election. Allende's push to nationalize lucrative industries, specifically copper and telephone industries which were not in the interest of the American Owned corporations which could no longer easily exploit Chile's resources (U.S. Department of State). The Nixon Administration went to great lengths prior and during the 1970's presidential election in order to undermine Allende's campaign, and begrudgingly accepted his victory as they began to cut down on aide and resources they sent to Chile (U.S. Department of State).

Although wages increased under the Allende administration, the increased capital among consumers strained demand for imports. Also the lack of Aide flowing from foreign interest, such as the US, caused the once lucrative copper industries to plummet. The tension in the Chilean economy led to public outcries, one culminating in a coup in June 1973, though it failed. In the Chilean military, factions arose in response to the Allende regime: while some in the military believed they should pursue a military coup, others believed otherwise, most notably René Schneider ("The Allende Years and the Pinochet Coup, 1969–1973"). In June 1973, a coup failed when General Carlos Prats intervened. However, it would not be long until another coup would materialize...



## **Pinochet Comes to Power**

On September 11th, 1973, General Augusto Pinochet came to power via a violent military coup. Pinochet took this opportunity as commander-in-chief to declare martial law and quash any means of opposition to his regime (Bigelow). Pinochet suspended the left-leaning political parties and halted elections indefinitely (“The Allende Years and the Pinochet Coup, 1969–1973”). Allende died in the coup defending the palace and Pinochet was in charge of ruling the Junta, and later became the Dictator over all of Chile.

Augusto Pinochet was born November 25th, 1915 in Valparaiso, Chile and died Dec. 10, 2006 (Britanica). He was the oldest of 6 children and his father was a Middle Class government worker of French descent (Minster, Christopher). He joined the Military at the age of 18 in 1933 and later graduated from the Military Academy School of Infantry in Santiago in 1936 (Britanica). Augusto quickly rose through the ranks becoming the army Commander in Chief by Allende exactly eighteen days before the coup against the Chilean President took place (Britanica). He married María Lucía Hiriart Rodríguez who had always been his strongest supporter and had 5 children (Britanica).

After Allende’s leftist policies continued to be incredibly unpopular by the middle and upper classes with many protesting in the streets, Pinochet, backed by a Henry Kissenger led CIA, led his troops to march on to Santiago in order to take the Capital and ordered an Airstrike on the Presidential Palace (Minster).

## **Regime of Augusto Pinochet**

The Regime of Pinochet is littered with disputes and controversy. While many argue the economic changes instituted by Pinochet make his reign justifiable, there is no denying the impact he had in terms of silencing the media, human rights violations, and violently suppressing any and all opposition. Thousands were detained, with many disappeared or killed (Vergara).

Pinochet was deeply paranoid by the possibility of leftist influence turning Chile into a communist nation (Quilter). He consistently dodged calls of him relinquishing his own power viewing him and him alone must be the one thing standing between Chile and unhinged communism(Quilter). Many historians note him having conflicted his own personal identity as



an anti-communist with that of Chile's national identity quoting Pinochet as stating, "Everything I did, all my actions, all of the problems I had I dedicate to God and to Chile, because I kept Chile from becoming Communist."(Minster)

### **The Pinochet Regime Examined**

Human Rights Violations: Perhaps the most severe aspect of the Pinochet regime is the monumental record of severe and brutal human rights violations. October 16th-19th, 1973 marked the "Caravan of Death" (James). Led by Pinochet, torture and execution were brought upon suspected leftists; martial law was declared, therefore endowing increased power to Pinochet to continue this brutal and violent path (James). Torture centers were established in order to assert repression on political opponents and dissenters, with an estimated forty thousand tortured. ("Report of the Chilean National Commission on Truth and Reconciliation"). Children and Minors were not even exempt from the violence, with many being arrested, imprisoned, or even killed for the actions of the parents (Vegara). Children of those who were suspected to be disloyal to the state were used as decoys to catch and imprison so called traitors. Overall, approximately 10% of the regime's death toll (Vegara). The disappearances and torture of thousands has left a deep scar in the country.

Censorship, Free Speech: Both anti-Pinochet newspapers and radio stations were subject to censorship by the regime. Later legislation was passed that would ban the depiction of protests and similar resistance ("II. Freedom of Expression and the Press"). Journalists, as a result, were targeted for any work suspected of criticizing the regime; detention and harassment were commonplace for them to experience, some even being tried by military courts for exposing various human rights violations ("II. Freedom of Expression and the Press"). This environment stifled freedom of expression not only directly with the prosecution journalists endured, but by discouraging criticism of the government for fear of the harsh consequences.

Feminism: Despite the Second Wave of Feminism taking root in other countries during the duration of the regime, Pinochet promoted traditional gender norms; women were expected to

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stay out of politics and remain in the home. The First Lady argued women's primary role was motherhood. As a result, many women chose to protest these attitudes and express their disapproval, most notably in a group known as the Circulo (Mooney, 9).

Economics: The economic policy under Pinochet was largely impacted by a group of Chilean economists influenced by the University of Chicago, these individuals later becoming known as the "Chicago Boys". Departing from the socialist policies of Allende, the Chicago Boys instituted pro-business policies (Matamala). The regime prioritized privatization and cutting public spending, while inflation, unemployment and poverty were on the rise. Overall, the policies under Pinochet's Chicago Boys removed much of the government influence it formerly had in the economy. Simply looking at GDP, the economic growth that occurred was later termed the "Miracle of Chile"; however, this economic growth was not enjoyed by all of Chile (Matamala). Wealth was highly concentrated in the hands of few, therefore increasing tensions among the masses. The Pinochet regime repressed unions, limiting the ability to strike and curtailing union power (Vergara).

### Establishments in Resistance

- Catholic Church: During the regime, the Catholic Church provided aid to impacted citizens. For example, Vicariate of Solidarity was formed by a clergy member in order to provide relief and to advocate for human rights in the face of the brutal oppression by Pinochet (Hernandez). Since the Chilean government had no authority to shut down church activity, citizens were able to continue to seek help from the church, which included legal services. The Catholic Church was able to bolster support for democratic institutions while condemning the human rights violations.
- Music: Music was one method of resistance utilized by the Chilean populace. Perhaps most infamously, the Pinochet regime tortured and murdered Víctor Jara, a musician associated with the leftist folk music movement Nuevo Canción Chilena (Piñeda). The Pinochet regime persecuted many more creatives like artists and musicians for not

complying with the regime. Many wrote songs while detained by the regime as a form of protest, which helped to build community among prisoners in those times. While many songs were political in nature, being commentaries on the abuses of the Pinochet regime, others were written as escapes from the brutal conditions.



## Plebiscite Vote

In 1988, after seventeen years of President Allende's death, Augusto Pinochet bowed to international pressure to host a national referendum to decide where or not Pinochet should remain in power, a vote known as a Plebiscite. Citizens were given the choice “yes” or “no”; given if the outcome were to oust Pinochet, he was then expected to resign peacefully (“Chilean Constitutional Reform: The 1988 Plebiscite”).

In 1980, the constitution ratified that every 8 years the armed forces must unanimously agree on a successor to Pinochet in 1989 and that the chosen candidate must be approved by the general public in a plebiscite (yes or no) vote. Pinochet initially insisted that it should be written that he would be in power for 16, but later relented that the constitution would pass with him only having a guaranteed 8 years in office (). Yet, as the year 1988 grew closer, the realization dawned on Chile that Pinochet was not planning on leaving any time soon ().

The opposition began to launch their own campaign (). The beginning was rocky though due to the fact that a variety of people disliked him for a variety of reasons across the political spectrum and that these groups squabbed on semantics and intentions amongst each other rather than focusing on the large picture, which was saying no to Pinochet ().

### “No” Campaign

As the opposition, the “No” campaign was driven by the desire to oust Pinochet. By uniting sixteen political parties, despite their differing views, the “No” campaign demonstrated an unlikely cooperation. For almost a month, both the “yes” and “no” sides were permitted fifteen minutes to make their case to the Chilean populace. The “No” campaign remarkably used a more positive demeanor in their advertisements, even utilizing a rainbow in its campaign (“Standing with Democracy over Military Dictatorship”).

The “NO!” Campaign was made up of media personnel, political activists, artists, and volunteers who worked on the commercials (Quilter). It was incredibly tedious with the ads not only having to motivate people to the polls, but to undo 15 years of propaganda (Quilter).

The first spot played the song “Alegria ya Viene” (Happiness is on the way) which became the anthem of the “Say NO!” Campaign (Quilter).

Other notable ads are:



- A. An Elderly women who discusses her experience of political violence in lieu of the 1973 coup (Quilter). The spot ends with Carlos Cazely, a beloved soccer star, who emerges and states his Support for the “No!” campaign because the elderly women is his mother (Debojyoti).



- B. The scene opens with a group of women dancing the Cueca. The cueca dance is a traditional Chilean Dance for couples (Associated Press). The spot is called “They Dance Alone” and all the women are dancing alone because their spouses were murder under the Pinochet regime and they no longer have their better half to dance with (Associated Press).
- C. The Advertisement features Justice Rene Garcia Villegas as he delves into the realities and crimes of Pinochet’s regime against the citizens of chile (Quilter).



The “Si!” Campaign emphasized Pinochet’s humanes and make him a less threatening Military dictator, but rather like an Abuelo who cared for his family and liked soup (Quilter). The “Si!” Campaign also depicted bloody images from the 1973 coup as an underlying threat with the message that if Pinochet lost, violence would overtake the country (Quilter).

Other Notable ads are:

- a. They make a remix of “Happiness is Coming” with instead it being “Violence is Coming” and depicting images of violence but with a tongue and cheek upbeat attitude (Quilter).
- b. An animated advertisement of Jaime Suarez, a former minister from Allende’s government, waltzes with Fidel Castro (Quilter).
- c. Videos of violent riots are depicted with the voice of, “Yes, you decide. We continue forward or we return to the U.P.” (Quilter).

## CHARACTER LIST

All characters listed are fictional.

1. Vicente Morales Silva is deeply concerned with the economic state of Chile due to changes under Pinochet; he believes the neoliberalist policies instituted have doomed the working class. His family has suffered many bouts of unemployment and struggles to make ends meet. Silva is also deeply impacted as a union member who has been working to improve workplace conditions; despite unions being extremely curtailed, he has been trying to organize workers nonetheless.
  2. Nicolas Soto Calderon is an out-spoken musician who has been prosecuted and censored on the basis of writing songs pointing out the abuses of Pinochet. Music has been his form of protest, and his colleagues in music have urged Calderon to join the “No” Campaign in order to bring his talent to the table.
  3. Matias Jimenez is a Socialist promoting the workers taking control of factories, having recently escaped from prison. The privatization of state industry has frustrated him with the wealth inequality that has plagued the country. Jimenez is sympathetic to Allende policies and supports ousting Pinochet in order to reinstate similar policies.
  4. Julieta Perez is a career poet focused on spreading dissent through her literature, looking to collaborate with other creatives. She is focused on educating the masses in order to give the people the necessary knowledge to push back against Pinochet. However, she has had limited success with this goal on her own, so she wishes to bring her poetry to the campaign.
  5. Tomás Ayala Vargas owns a local newspaper that has been the target of government intimidation under Pinochet. Many of his writers have been disappeared for their outspoken articles. Vargas is ideologically opposed to the regime and staunch advocate of free speech, publishing anything he can to bring to light the human rights violations Chile has suffered, even hoping to bring international attention.
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6. Santiago Rivera's father was executed under the Pinochet regime's Caravan of Death, and his brother is currently detained. Despite the emotional duress this has brought upon him and his family, Rivera has offered support to those like him with family members grieving their relatives. Nonetheless, he is optimistic for an eventual democratic Chile.
  7. Maria Jara Gomez was a refugee who fled Chile due to the duress under the Pinochet regime, but has returned solely for this campaign. She and her family were targeted for being outspoken, especially her mother who was a prominent demonstrator. She is committed to honoring her mother's legacy, and risks her own safety in order to support the "No" campaign.
  8. Martin Guzman Navarro is a lawyer focused on bringing justice against Pinochet. He has a strong sense that the people of Chile deserve atonement for what they have endured. He has worked extensively with family members of victims and is appalled to see the abuses continue, and therefore brings the stories of his clients to the "No" campaign in order to garner public support.
  9. Agustin Leiva Vidal is a clergy member of the Catholic Church. With the Church, he has been vocal against the human rights violations of the Pinochet regime. He has provided support to victims both spiritually and emotionally. Since the Church has immunity for the Pinochet regime from threats of being shutdown, Vidal has been a prominent and visible proponent for the ousting of Pinochet, and has joined the campaign to take this one step further.
  10. Valentina Ortega is an organizer who prioritizes non-violent means of demonstration and resistance. While she is deeply passionate about bringing change to her home country, she believes any violent means of resistance are detrimental to a cause. Therefore, she sees the "No" campaign as a perfect opportunity to make a visible case against Pinochet.
  11. Catalina Cabera is a prominent member of the Vicaría de la Solidaridad as a social worker. She currently runs a soup kitchen to help those affected by the regime. Seeing the amount of poverty-stricken citizens sickens her, and she is appalled by the apathy of the Pinochet regime.
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12. Carmen Sepulveda is a Chilean who is US-educated having recently returned to Chile. She studied political science and journalism in California, and is deeply idealistic about democratic systems of government. Sepulveda believes toppling Pinochet would best be followed by re-instituting a presidential government.
  13. Renato Castillo Fuentes is a citizen concerned with those who have been disappeared. His little brother was recently disappeared for being outspoken against the regime; and as a result, Fuentes is willing to risk his own life to call out the government for its actions. He clandestinely runs a radio station that broadcasts under the Christian Democrat party opposing Pinochet.
  14. Ignacio Valdes Arroyo was once a supporter of the Allende regime, a strong Socialist and favors radical change to overcome the military dictatorship. He believes immediate action must be taken against Pinochet through mobilizing the populace. However, he has grown skeptical of the effectiveness of this ad-campaign...
  15. Sara Gonzales Silva is an artist who paints pieces critical of the Pinochet regime, but has published them anonymously. Her art has been censored many times, yet the government is still unaware of who has been making such hypercritical pieces. What many do not know is that she lost her son in the beginnings of the Pinochet regime, with this art being her own way of grieving and fighting against the government.
  16. Pia Pizarro runs a pro-democracy pamphlet she writes and secretly distributes at her university as a professor. While she has been on edge due to the risky nature of her work, she has joined the “No” campaign in order to take a more active role. Her main goal is to inform the populace about the reality of the Pinochet regime, away from the so-called “miracle” of the Chilean economy and bringing attention to the restrictions Chileans endure.
  17. Bastian Sandoval Ortiz is a former member of the left-wing People’s Democratic Movement. Ortiz has been in hiding but now has become a supporter of more visible and drastic means of resistance, financially supporting demonstrators against the regime. His ultimate goal is to oust Pinochet in order to instill socialist policies akin to the Allende’s.
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18. Alonso Garcia is a passionate labor organizer who has successfully organized a recent mining slowdown. With the pro-business Chicago Boys policies, Garcia has struggled to mobilize his fellow union members under threat of being persecuted by the Pinochet regime. Therefore, he wishes to expand his reach via the “No” campaign and express his plight to the masses.
  19. Felipa Nino Caballero is a Feminist journalist committed to bringing the abuses under the Pinochet regime to light, especially the horrifying abuses the dictatorship has subjected the people of Chile to. She has had extensive interactions with survivors of violence under Pinochet via interviews for a leftist newspaper, one that is currently under threat of being shut down.
  20. Conrado Rojas Muñoz has been working to mobilize support for building democratic institutions in Chile; he’s inspired by historical democratic movements and hopes for a government supportive of its people. However, he was met with limited success in trying to mobilize his community for this cause, and is therefore working in the “No” campaign. Seeing what has happened to newspapers and radios critical of the government has solidified his position as a strong advocate of promoting amplification of citizens’ needs and expression.
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## “SAY NO TO PINOCHET!”

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### QUESTIONS TO CONSIDER

1. What is to be considered when creating an advertisement? How can one best appeal to a given audience?
  2. How will differing perspectives regarding the Pinochet regime impact the methodology used in a given advertisement?
  3. What foreseeable conflicts will come about as varying perspectives come together, and how can they be balanced? What will be compromised as a result?
  4. Despite each individual all having the goal of ousting Pinochet, are there any major ideological differences that will hamper compromise?
  5. What aspects of Chilean culture or values do you believe is important to feature, or if culture is even a relevant feature in your advertisement?
  6. How will you incorporate the technology that was available at the time in the creation of your advertisement?
  7. Why do you think the advertisements that were created for the “Say NO!” campaign were so influential in the 1988 plebiscite?
  8. Jane Fonda was famously featured in the say no ad campaign. Do you think famous celebrities endorsing or supporting political campaigns actually impact or is it simply another aspect of the spectacle?
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## RULES OF PROCEDURE & TECHNOLOGY POLICY

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### **Rules of Procedure**

Standard rules of procedure will be in place for a majority of the committee, including motions and points. However, unlike other committees that focus on writing resolutions or directives, the emphasis for this committee is writing advertisements to be used under the “NO” campaign. For the committee, the dias will initially accept 5 scripts, and then proceed to the voting bloc. In the voting bloc, the top 3 resolutions pass to be workshopped. Note, delegates are unable to vote for their own advertisements. Once those advertisements are finalized. They will be presented again to the committee in the form of skits. Once the skits are finished, the committee would enter the voting bloc again and the most voted resolution would pass. This entire cycle is intended to last about 2 committee sessions and can be adapted depending on delegates preference.

### **Technology Policy**

Delegates will be permitted to utilize personal devices (laptops are recommended) during unmoderated caucuses for the sole purpose of collaborating on advertisement proposals. However, during all other times of committee, including moderated caucuses, delegates will not be permitted to utilize personal devices in order to keep the focus on delegate speeches. Delegates are encouraged to leave their phones with advisors if possible for the duration of the committee.

\*\* the distinction of advertisements is something we know would be important to delegates

Delegates will also not be permitted to vote for their own advertisements.

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## CLOSING REMARKS

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Analyzing the rise and fall of Pinochet through the “Say NO!” campaign is meant to emphasize the crucial ways in which media is created and used to bring about socio-political changes. It is important to consider the cultural, historical, and political tools and influence that would make these commercials a reality.

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