



REAL: Brian Holmes of KTVB Idaho interviews Idaho Lt. Gov Janice K. McGeachin

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This is an incredible exchange between a local reporter and a far right politician:

reporter [@KTVBBrian](#) presses Idaho Lt. Gov McGeachin on speaking at a white nationalist conference last month.

Via [@KTVB](#)



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- See this 4-minute [Twitter video clip](#)
- Reporter Brian Holmes of KTVB Idaho repeatedly presses Idaho Lt. Gov Janice K. McGeachin about her appearing in a political rally with Nick Fuentes (white supremacist and anti-semite) and Vincent James.
- The reporter’s framing: “Guilt by association”
- The politician’s pushback:
 - The newsmedia’s “unfair” treatment of conservatives
 - Her right to rally young conservatives to a cause
 - “Thousands and thousands of young conservatives fighting for the soul of our nation”





Lt Gov McGeachin's moral signals

- **Fairness:** “Unfair” treatment of conservatives by journalists
- **Liberty:** Her right to rally young conservatives to a cause. “Ask me why I went there?”
- **Liberty/Loyalty/patriotism:** “Thousands and thousands of young conservatives fighting for the soul of our nation”

Reporter's Own Frame: Guilt by association

- “The association with Nick Fuentes is not a *good one*”. *Could be a “democracy” frame*
- It may come from MFT-Care/Harm
 - There were others at the event who were antisemites, holocaust deniers, white supremacists (*anti-democratic*)
 - Did you know Nick Fuentes was going to attend, when did you know? After or before..
 - You have a photo with Nick Fuentes, etc..



The main problem with the conversation (see the video)

- Each person is talking from their moral frame
- The journalist and the politician are talking past each other



Create a new conversation

- Tuning in #1: Journalist starts with being self-aware of their own moral foundations and how that might hit others; how might be using in their questions.
- Tuning in #2: Journalist listens to the moral foundations in the interviewee's speech
- Verbally calls out the other person's moral framing: other person feels heard at the values level
- Finds a way to ask the interviewee to elaborate along those moral values, apply to their own conduct or views



FAIRNESS

Lt Gov Connie McGeachin

- **Fairness:** “Unfair” treatment of conservatives by the liberal media
- Liberty: Her right to rally young conservatives to a cause
- Loyalty/patriotism: “Thousands and thousands of young conservatives fighting for the soul of our nation”

Reporter, reframing

- Yes, you are raising the question of fairness.
- Fuentes has gone on record about not supporting the women’s right to vote. Can you tell the listeners about what your thoughts are on Fuentes’ unfairness toward women? Thousands of young women attended your rally. (*Accountability to values*)





Lt Gov Connie McGeachin

- Fairness: “Unfair” treatment of conservatives by the liberal media
- **Liberty:** Her right to rally young conservatives to a cause
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Reporter, reframing

- Do you consider it your liberty to call out against values you don’t support? White supremacy for instance... You didn’t do that at the rally when Nick Fuentes came..
- More aggressive: Did you censor yourself on this?

Liberty conflicts with censorship, it opens up a new area for the politician to speak about their own behavior.





Lt Gov Connie McGeachin

- Fairness: “Unfair” treatment of conservatives by the liberal media
- Liberty: Her right to rally young conservatives to a cause
- **Liberty/Loyalty(patriotism):**
“Thousands and thousands of young conservatives fighting for the soul of our nation”

Reporter, reframing

- Fighting for the soul of a nation is loyal and patriotic. What do you mean by ‘soul of nation’?
- White supremacists were at the rally and they also talk about the battle for the soul of the nation.
- America is a multi-racial democracy. What would ‘soul of a nation’ in that context mean for you?