

Attention Span of the News

(Continued from Page 1)

So, why are most major headlines lost from the center of the public eye when a newer, more prevalent event takes place?

Breaking news brings in more public attention, no matter who is reporting it. Estrin talks about the impacts social media has on the news and how it can direct what is prevalent in the world. Social media is very reliant on “hits,” or how much traffic a post or other source of information can get, but this can pressure journalists into writing about only the most appealing topics. Bigger publications like the NYT or the Washington Post don’t pressure their journalists to write about specific things for traffic only, which protects the core missions of

these papers. Smaller publications often do not have this luxury.

“At the core of this, for news outlets, people within the company, and reporters, is are they being judged on the traffic numbers? And if they are, that’s a very bad thing and very destructive,” Estrin said.

Social media plays a huge role in what the public is reading in the news. Publications, sometimes even the bigger ones, appeal to the social media algorithms and try to make it so their piece is seen more than others. This can drive what dominates the news by favoring topics that appeal to the public, like the most current events, which can overshadow the headlines of yesterday.

The force that social media has on what is prevalent leads smaller publications to write about whatever will get them the most clicks.

“Social media has a huge role now, and in many instances, guides major media in what they cover and how they cover it. This sort of clickbait kind of approach to journalism, unfortunately, has become more pervasive,” Ed Kashi, an internationally renowned photojournalist and visual storyteller, said.

Social media is based on addiction, and platforms like Instagram or TikTok feed off of peoples continued reliance on their platforms. People can easily get bored with something if what they are looking at isn’t being updated often.

Thus, news needs to be constantly updated, otherwise people will interact less with an event that they have seen before, causing older events to get lost over time.

However, Estrin notes that it is important people stay interested in problems so that they can be solved; they need to look at even events that seem less significant to keep them in the eye of the people.

“People want something new, and they can get bored with something that’s not new. And what everyone needs to do, is to now concentrate on what the news is and what’s important and around the edges,” Estrin said.

AHS’ Noonan and Cheney Compete in Challenge Aspen Race in Italy

Adeline Christensen, Staff Writer

On your mark, get set, GO! Boom, the gun goes off at the starting line. Hundreds of racers from all over the world have trained tirelessly for this exact moment: running over 20 miles in the Italian Alps, climbing more than 7,000

vertical feet. It’s quite the challenge, but the race will end sweeter than most, for Aspen High School’s own Megan Noonan and Adam Cheney, who will both be running for Challenge Aspen’s Sole Mates team.

Challenge Aspen works to “create possibilities for people with disabilities.” Challenge Aspen centers on making sports and outdoor activities accessible for everyone.

The Challenge Aspen Team for 2022, Aspen teachers Adam Cheney and Megan Noonan are pictured in the middle. (Provided by Megan Noonan)

Megan Noonan, AHS math teacher and avid runner, has been involved with many Challenge Aspen programs throughout her time living in Aspen.

This will be her second time running the Sole Mates race which takes place every year in a new location, this year in Verbena, Italy on October 1st.

Adam Cheney, AHS social studies teacher will be racing for the first time. The 37-Kilometer Sole Mates race is an annual fundraiser to help support the organization’s different year-round programs like ski lessons, horseback riding, and rafting.

Noonan has been closely involved with

this organization because of her son who has epilepsy. Challenge Aspen’s programs have helped him to enjoy these types of outdoor activities.

“I originally heard about Challenge Aspen because my son has epilepsy. He was supposed to go on an all-class ski

fundraising pages in an effort to provide more people with similar opportunities. Noonan has the goal of raising \$4000, and the people who have donated have brought the Aspen teachers closer to reaching their goals, writing messages encouraging Noonan and Cheney as they

and set a target of somewhere between 22-28 miles (there is a summit at mile 28) and stop when my body tells me to,” Cheney said.

Regardless of this challenge, Noonan and Cheney are both excited to see and experience a new country, especially

through this experience. They are both doing something that makes them happy, and for a cause they care about. The fundraising pages they are using to raise money for Challenge Aspen are below, and through this Noonan and Cheney hope to do well and make not only Challenge Aspen, but our whole community, proud.

Adam Cheney’s Donation Page: <https://challengeaspen.app.neoncrm.com/np/clients/challengeaspen/campaign.jsp?campaign=250&fundraiser=26329&>

Megan Noonan’s Donation Page: <https://challengeaspen.app.neoncrm.com/np/clients/challengeaspen/campaign.jsp?campaign=250&fundraiser=20601&>



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Provided by Megan Noonan

day, and he had just had a breakthrough seizure two days before and they didn’t feel really comfortable with getting them on the chairlift because if he had a seizure. But then Challenge Aspen stepped up and got a special harness for the chairlift so that if he were to have a seizure, he’d be safe on the chairlift and so he didn’t miss out on the ski day,” Noonan said.

Noonan and Cheney are both choosing to raise additional donations on their

train and run for this cause. The course is going to be especially challenging for Noonan and Cheney, who have each experienced COVID within the last month, Cheney more recently.

“Initially, I signed up for the 81 Kilometer (50 Mile) Race and had been training for this distance since April 1. However, I tested positive for Covid on Sept. 8, and so my plans have had to change. If they are not able to change my distance, I will start the 81 KM race

The Race

-Verbena, Italy

-More than 20 miles

-More than 7,000 vert. ft.