

and later publisher of the *Atlanta Constitution* and known as the “conscience of the South,” who exemplified the evolving minds of America. He wrote following the assassination of Martin Luther King Jr.: “The white South—the white population in the whole country—must now give answer. From injustice and inequity, if racist prejudices and discrimination now become the target of all decent men and women, Dr. King’s death may bring about what he saw for himself as people and country.”

The authors did not take sides between mainstream journalism’s push toward standardizing a conservative hegemony and the “movement news,” which sought to publicize resistance and nonconformity. It was a broad look at all who take on the mantle of journalism to engage and inform people, and thereby shape their beliefs, for good or ill. They showed that there is power, albeit limited, in opposition journalism that faces off with its mainstream sibling. All the examples above and many others were used to great effect to show the undying push-pull of power and dissent, of status quo and change in the United States, as journalism found its place in the public sphere.

Tomorrow’s News: How to Fix Canada’s Media. Marc Edge. Vancouver, British Columbia, Canada: New Star Books, 2024. 225 pp. \$21.

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The subtitle for Marc Edge’s latest book gets a reader wondering: What is Edge’s “fix for Canada’s media”? Multi-pronged with a dash of enthusiasm for the future of news media if the powers-that-be embrace Edge’s suggestions. That’s a big *if*, unfortunately.

Edge, a former newspaper journalist and current associate professor at University Canada West in Vancouver, B.C., says it’s time for politicians to listen to experts, academics and journalists who believe the future of news is online. He offers a variety of funding alternatives, some of which seem audacious, to which Edge might reply, now is the time to be proactive—too many communities are under-informed or battling disinformation disguised as news.

Edge devotes seven dense chapters to the pros and cons of various funding efforts, such as nonprofits, cooperatives, the advent of news sharing among competitors, and government support. It can be challenging to wade through pages of facts and figures about news funding in the English-speaking world and Europe. But all the data are necessary to tell the story, and it is in keeping with Edge’s thoroughly researched books.

It is a little surprising then that the concluding chapter, “Reimagining Journalism,” doesn’t jump right into Edge’s prescription for fixing Canadian media. Rather, it starts with the rise of “fluff” in journalism. This conclusion is because Edge’s focus is on quality journalism and developing digital media. “Old media” should be offered help to transition to fully digital or a hybrid of print and online, but “should not be privileged to the extent they have been.”

Following the examples of the United Kingdom and New Zealand, Edge suggests 1,000 “local democracy reporters” be hired to report on town councils and school

boards across Canada. This would be funded in part by the \$100 million (Can.) that Google pays per year under the Online News Act.

Go bigger, Edge insists, and build a fund 10 times larger to create “nothing less than a golden age of journalism in Canada.” Revenue for this \$100 billion fund includes Google’s \$100 million, 10% of a federal tax on streaming and 10% of the Digital Services Tax (DST) for another \$220 million, then tap Canadian telecoms’ profits for \$750 million.

Alas, events have overtaken Edge’s 2024 prescription. The DST, a levy on revenues generated by Canadians on the internet, was canceled on June 29, 2025, by Prime Minister Mark Carney, the day before it was to come into effect. U.S. President Trump criticized the tax, so Carney killed it with the hope of reviving trade talks. Edge also suggested Meta could contribute if it could be induced to restart the distribution of Canadian news.

This billion-dollar fund could cover payroll tax credits for “legacy media” and support a voucher system giving Canadians hundreds of dollars to subscribe to online news outlets, replacing the current puny \$75 tax credit subscribers can apply for yearly. Vouchers could also fund micropayments, readers paying for individual stories.

Edge is critical of federal politicians for not addressing concentration of ownership, for allowing increasing foreign ownership of newspapers, for ham-fisted bailouts and the “disastrous” Online News Act passed in 2023. Nevertheless, he envisions an active federal government. It should pass a Historic Newspaper Act to blunt Postmedia Network’s (the largest newspaper chain in Canada) ability to shut down newspapers until a new for-profit owner could be found or transition to a community-supported nonprofit.

Sounds good in theory, but one wonders whether this practice could ever happen. However, as Edge points out, although Postmedia’s newspapers may be prime news providers in their communities, the economic clock is ticking and newspaper companies have been willing to close papers to retain profitability, so why not prepare for the day when, say, Postmedia tries to shutter the 142-year-old *Calgary Herald*?

Edge urges community groups to become more involved, citing the example of citizens forcing Postmedia to scale back massive cuts to the *Montreal Gazette* in 2022. He suggests the Historic Newspaper Act could help Members of Parliament preserve any newspaper more than 100 years old in their ridings by working with the community and perhaps identifying potential owners less motivated by profits.

How about creating “Accountability Canada,” housed within the Auditor General’s office, that would coordinate a “new era of watchdog journalism in Canada?” This Crown corporation would help news subscribers spend their vouchers; host “personalized” websites so readers can check reporting from across the country; foster online engagement with other news junkies; support smaller news media outlets with day-to-day operations; help nonprofits score funding or even provide funds itself; and build public trust by holding journalists accountable for their work.

Edge wants to remove the profit motive for news media. Digital taxes and government involvement, he asserts, are necessary tools to save communities already disadvantaged by the loss of quality local reporting.