



AN OFFICIAL PRESS RELEASE

## TendOrama Ltd

FOR IMMEDIATE RELEASE

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### News Publishers Get New Revenue With TendOrama

#### *Bulletin of Intent*

People can use TendOrama to show their gratitude to the news publishers they depend on every day – with a monetary reward

CALGARY, Alberta, September 17, 2020 – Today TendOrama Ltd announces its intent to fill an important gap in society: *Rewarding News Publishers*.

TendOrama is an online platform that facilitates expressions of gratitude, including monetary rewards. The module launched today lets members of the public send a monetary reward to any news publisher who is signed up in TendOrama.

Now when a news organization adds the new TendOrama widget to an online story, a reader clicks that widget and sends a monetary reward. The reward can be directed to the organization as a whole or to the journalist specifically. There is no need for the public to sign up with TendOrama, and the reward can be completely anonymous. The process is relatively quick, safe and secure, and delightful.

TendOrama founder, Warrick Harrison said, “We intend to help free news publishers from the constraints of insufficient revenue from advertising and subscriptions so they have greater freedom to produce the amount, type, and quality of content they want to create.”

Advertising and subscriptions often result in insufficient revenue for news publishers. Adding advertising and trackers to a news publisher’s site or app degrades readers’ experience. Ad blockers are common. The portions of ad revenues remitted to news publishers by ad brokers are small. Subscriptions have their own failings. For most

readers, the emotional commitment to a subscription is a greater barrier than the financial commitment, even when subscription prices are unsustainably cheap.

Plummeting revenue for news publishers has harmed our society. There are now fewer news organizations and there is a trend to corporate consolidation of the remaining outlets. At U.S. newspapers, the number of newsroom employees dropped 51% between 2008 and 2019, according to a [fact sheet from Pew Research](#) Senior Writer, Elizabeth Grieco. Shrinking news reporting and corporate consolidation is a [well-documented](#) threat to democracies around the world.

Yet readers know great journalism when they see it. And according to multiple studies like [The Robustness of Reciprocity: Experimental Evidence](#) (Science Advances, June 2020), people are happy to reciprocate when they receive something of value, like a great news story or opinion article.

TendOrama founder Harrison, said, “Our goal for this new module of TendOrama is to help repair a dangerous rupture in our society. We know journalism has been hit hard by the shift away from physical newspapers and news magazines. And the impact on democracies and societies in general is obvious. We wanted to do something.”

Asked about how this new service might be relevant to readers in their daily lives, Harrison continued, “Everyone wants to show gratitude! When a journalist writes a cool story, people want to let them know they really appreciate it - that they absolutely don’t take it for granted.”



*Signs customer-facing workers can download,*

*with TendOrama owner, Warrick Harrison*

In addition to its basic service (adding to publishers’ revenue by gathering Tends for them), TendOrama provides a Publisher’s Dashboard at no extra cost.

The new module announced today by TendOrama means news publishers can be rewarded by the people they work so hard for and readers have a good way to show their appreciation.

## **About TendOrama Ltd**

Based in Calgary, Alberta, Canada, TendOrama Ltd lets people make their world better by rewarding almost anyone who deserves it – online or in daily life – even if they don't know them.

While developing the business, TendOrama's founder was a lavatory service worker for an airline.

Find them on social media at [Facebook/TendOrama](#), [Twitter @tendorama](#)

## **Media Resources**

[TendOrama.com/600Press](#)

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