



AN OFFICIAL PRESS RELEASE

TendOrama Ltd

FOR IMMEDIATE RELEASE

Bulletin Of Intent: Journalists Make More Money With TendOrama

People can use TendOrama to show their gratitude to the journalists they value – with a monetary reward

CALGARY, Alberta, September 17, 2020 – Today TendOrama Ltd announces a module to fill an important gap in society: *Reward journalists for their great work.*

TendOrama is an online platform that facilitates expressions of gratitude, including monetary rewards. The module the company announces today lets members of the public send a monetary reward to any journalist who is signed up in TendOrama. Journalists can sign up on their own, prompt their organizations to sign up, or both.

Now readers can open TendOrama, find the journalist they want to acknowledge with a monetary reward and an optional message, and send it to them. The process is the same for photographers and TV reporters. There is no need for the public to sign up with TendOrama and the reward can be anonymous. The process is relatively quick, safe and secure, and delightful. Valuable reporting gets rewarded instantly.

In addition, if a journalist's organization adds the TendOrama widget to the journalist's online story, then readers' process is even easier. A reader clicks on that widget and sends a reward to the journalist (or their organization as a whole).

Advertising often results in insufficient revenue for news publishers and creates additional problems for journalists, including having their story proposals spiked because of insufficient anticipated clicks. But journalists rely on advertising for much of their compensation. Subscriptions are not providing enough revenue for many news publishers. But journalists rely on subscriptions for part of their paycheck.

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.

And yet, readers know great journalism when they see it. 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.

TendOrama founder, Warrick Harrison asked, “But how can people reward journalists? Should they buy the products in the ads? Buy a subscription? How can one person buy a subscription to all the news outlets whose stories they read? It would be impossible in today’s online world.” So he developed a way people can easily, directly, and instantly reward journalists for their critical work.

TendOrama founder Harrison, said, “Our goal for this new module of TendOrama is to help repair a dangerous rupture in our society. We know journalists and journalism in general have 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

The new module announced today by TendOrama means journalists 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.php

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