



HOW MODULIST GREW TO HELP NEWSPAPERS, FAMILIES AND FUNERALS HOMES

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A city's newspaper records the rough draft of history and connects community members through our shared stories: milestones, professional achievements, treasured memories and even our obituaries.

Modulist — a company built to share these kinds of stories with the community — first grew out of Forum Communications Co, a multi-faceted media organization.

“We love reading about your families, pets and professional success stories and have been inspired by you to tell our own story,” said Liz Beam, a Modulist client representative and customer service specialist who’s helped people to place their stories for more than three years. “We also want to connect with and form lasting relationships with our clients and newspaper partners.”

Today, Modulist is a turnkey solution for newspapers to process their user-generated, community content submissions for any media type, regardless of size, frequency or distribution platform.

But the team, intuitive platform and its newspaper partners did not grow overnight. Here's a snapshot of the last 10 years and how this media services company intentionally built a plug-in order processing system with sincerity, empathy and expertise

Simplifying the convoluted process

Forum Communications Co. executives asked Devlyn Brooks, Modulist's founder and president, to fix the family-owned newspaper company's obituary submission process and simplify the processing of obituary submissions for all of Forum Communications' publications to create a more effective, user-friendly and cross-functional process.



Forum Communications Co. executives asked Devlyn Brooks to modernize obituaries.



Brooks hired the first full-time team member, Nichole Seitz, Modulist's operations manager.



All Forum Communications newspapers integrated the Modulist system.

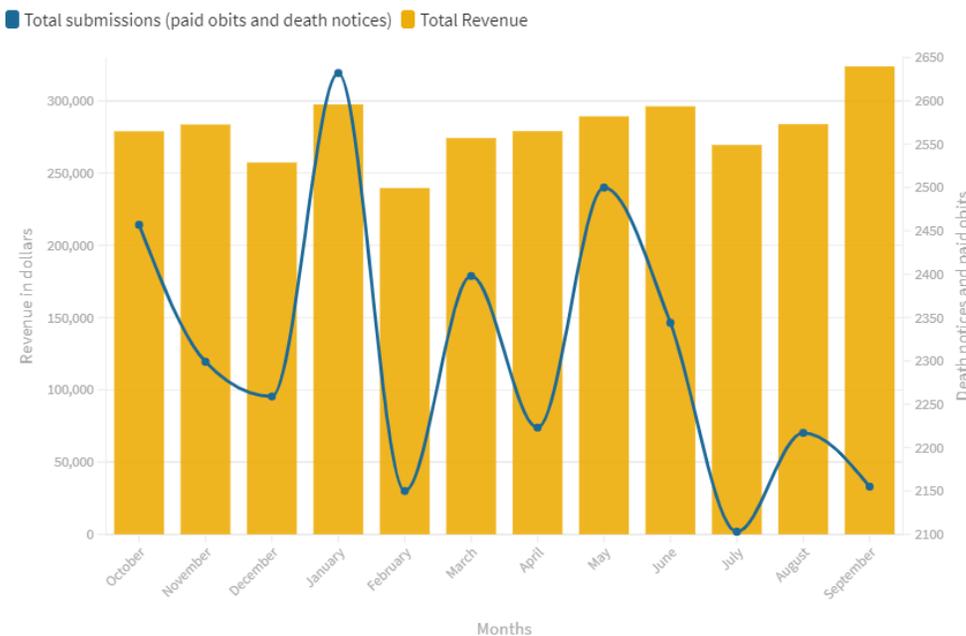
Developing a user-friendly platform

Developing a user-friendly platform during the later months of 2017, what was known as the company’s “Obit Team” absorbed other miscellaneous responsibilities for Forum Communications, and was rebranded as the Forum Communications Content Services Team.

This team gained a reputation for being able to quickly learn, master and take ownership of new tasks for the company. The traction and success of these efforts — as well as Brooks’ proven track record of resolving “problem areas” in Forum Communications’ newspaper design hub — inspired the development of Modulist’s customer-facing platform to empower readers and publishers alike.



Modulist expanded their services to include the processing of milestones, business announcements and paid political letters.



During the 2018 fiscal year, all Forum Communications’ newspapers were onboarded to the Modulist system by March 2019, and which resulted in a steady increase revenue to the Fargo, N.D.-based company, eventually peaking at \$323,86.



Jan. 2018

Brooks meets with MentorMate as the discussions and planning begins.

These meetings sought to establish Modulist's services, branding and mission as well as a timeline for the rollout and success of its initiatives. Brooks worked closely with his existing team of Modulist members and frequent obituary submitters to get feedback and guidance on what the people who would use the service the most wanted out of it.

By gathering user feedback and implementing it into the software as it was developed, Brooks ensured that the end product would be one that both his employees and customers would find easy and enjoyable to use.



March 2019

Modulist officially launched with a team of seven full-time employees with Brooks as its president.

“Modulist seeks to build lasting partnerships with newspaper companies to help them decrease their production costs and increase their revenue in these integral content categories,” says Forum Communication Co.’s Vice President Newspaper Operations Aaron Becher. “Modulist will add depth to your professionalism and add overall efficiency to your operation.”

Brooks emphasizes since Modulist's external launch, he and his team have built relationships with our customers, partners and prospective clients.

“One of the main guiding principles of Modulist was creating a user-friendly platform,” Brooks said. “So that we can establish a trusted partnership with our clients that will last.”



Wondering about next steps? Contact us. We're happy to help.

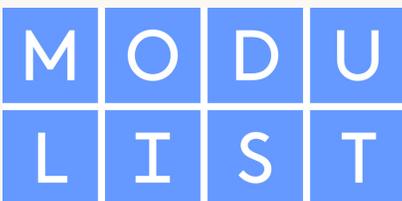
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Modulist brings newspapers, businesses, and individuals together, helping all parties publish human stories in human ways. Newspapers are tasked with finding, sourcing, and listing articles, classifieds, and ads on a daily basis. Businesses need to reach job candidates and advertise in specific markets in an efficient, effective manner. Modulist solves all these problems, helping newspapers cut costs and time, helping businesses reach their target market when they need to reach it, and helping individuals broadcast stories surrounding life's meaningful moments.

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