



NARRATIVE

— by new south media —

PHOTO CREDIT: JOSEPH ROSSBACH

Stories shape us. They help form what we think, how we feel, and who we are. Stories change us. They build better communities and long-lasting relationships.

Unfortunately, it can be a struggle to tell your own story in an authentic, compelling way. That's where Narrative by New South Media can help.

Founded by Nikki Bowman and Buddy Butler, Narrative is a storytelling and content strategy shop, a division of New South Media, Inc. For over a decade, New South Media has been seeking out and shedding light on people and places that make their communities great places to live, work, and play.

We have all heard the phrase “content is king.” But what is the one thing that marketers struggle with more than anything else? Creating rich, engaging, and inspiring content. As marketers, you need the tools to tell your story across all media platforms.

With the personal and professional service you have come to expect from

New South Media, Narrative offers you an opportunity to have our professionals bring your story to life by crafting the content that will appear in brochures, visitors' guides, websites, television commercials, radio spots, and more.

We are not an advertising agency, but rather a content development company focused on helping you communicate the essence of your brand in the most inspiring and effective ways.

Powerful and authentic storytelling helps you stand out. It inspires action. It creates an emotional impact and forges enduring relationships. It separates you from the competition.

**Let us help give
voice to your story.**

SCOPE OF SERVICES



Brand Voice

Articles

Blogs

Website Content

Social Media Posts

Email Content

Brochures

Catalogs

Visitor Guides

Books

Copywriting

Photography

Videos



About the Partners

Buddy Butler has worked in the development of brand strategies, media planning, and creative efforts for the West Virginia Division of Tourism, Travel South USA, Adventures on the Gorge, Lexington Rockbridge VA CVB, Visit Southern West Virginia, Winterplace Ski Resort, the Wilds, and more than a dozen destinations in Georgia, New Jersey, Ohio, Virginia, and West Virginia. He served most recently as senior vice president of the Stonewall Group, a full-service marketing agency in Marietta, Ohio.

Butler served on the West Virginia Tourism Commission from 1999 to 2002 and is a long-standing member of the Board of Directors for the West Virginia Hospitality & Travel Association. In 2002, Butler was named “Distinguished West Virginian” by Governor Bob Wise for his work in tourism. Buddy received a bachelor of communication from Bowling Green State University and a master’s of organizational communication from Ohio University.

Nikki Bowman, a West Virginia native, is the founder and owner of New South Media, Inc., which publishes lifestyle, business, and travel magazines for national audiences, including the award-winning *WV Living*, *WV Weddings*, *Wonderful West Virginia*, *Explore*, and *Morgantown* magazines. In 2017, her company became the publisher of 72 U.S. Small Business Administration’s *Small Business Resource Guides* around the country.

In 2016, Nikki was given the WV Excellence in Support of the Arts Award by the WV Division of Culture and History. In 2015, she received a national award as a Top Woman in Media by *Folio*, and in 2014, she was honored with the U.S. Small Business Administration’s Women Business Champion Award. The West Virginia Division of Tourism has recognized Nikki and her company with seven Star of the Industry awards. Nikki graduated from West Virginia University and received her master’s degree in writing from DePaul University in Chicago.



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To schedule a meeting or to learn more,
contact Buddy Butler at buddy@newsouthmediainc.com
or call 304.615.9884.



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