

BE THE CHANGE CIVIC SUMMIT

COURTNEY BOSTON

Founder and CEO of HERVISION Media and Co-founder of WWOC Media

Courtney Boston is a child of urban Boston. Born and raised in Mattapan, she took the METCO bus to high school in Newton, but her heart always belonged to the city. When she was done in the classroom at Newton North, she would head home to her other teachers: KRS-One, MC Lyte, Tupac, Common, Biggie and all the other giants of early and 90s Hip Hop. Courtney couldn't get enough of them. For her, it was hip-hop all day, every day. That teenage love affair gave birth to a 20-year journey which led to her current career in Broadcast and Digital Media and Marketing.

Courtney is both a pragmatic and creative thinker who actively listens, welcomes complex challenges, problem solves, and thrives in dynamic environments. My work experience as a media and marketing professional, educator, entrepreneur, equity warrior and non-profit leader, have afforded me the opportunities to utilize skills that have allowed her to bring a unique and critical lens to the Boston Media Landscape.

Courtney "Courtney B./Courtney Boston" known as one of the definitive "Voices of Boston." The FAMU School of Journalism and Emerson College Alumna, began her on-air career at Cumulus Radio in Tallahassee and spent a little over a decade serving in roles including, on-air talent, program director and creative director at various local commercial and independent radio stations and ethnic media platforms.

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"Courtney B," as she's been affectionately known on the airwaves in Boston, continues to be a woman in perpetual motion as she balances career goals and aspirations with the mission to make a difference in the lives of as many young people as possible!

"As a young person, especially a young girl or a teenage girl of color, I need to know that people that look like me and come from where I'm from, grow up to be positive people and do positive things and have careers and go to college too. Too much of what young people of color often think is possible for them often is dictated by negative images of themselves on TV, media, or sometimes because of their circumstances. Young people of color need mentors because they need to know simply; hey, I can do that or be that too!"

This belief has been at the center of Courtney's professional and passion work and inspired her to launch her own entrepreneurial efforts, HerVision Media & Consulting LLC in 2013. As CEO of HerVision Media & Consulting, she has helped companies small and large, conceptualize their visions, implement their dreams, and realize their revenue potential by building their brand strategy. She has a combined 8 years as Program Director of multiple urban radio brands, managing and supporting the professional development of the on-air programming teams. She most recently co-founded WWOC Media Network, Boston's premier black women led urban media company in 2020.

It has been Courtney's extensive work with young girls and women of color and the inspiration stimulated by Beverly

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Bond's "Black Girls Rock Awards," that set the stage for her to pursue Media career opportunities that have social impact and meaning.

Long committed to youth and community service, the capitol city's "Favorite Boston Baked Bean," is the Director of Partnerships for TechBoston Academy, Director of Partnerships for TechBoston Academy 7-12 and volunteers as COO/Co-Director of the Boston Showstoppers Girls Academic & Athletic Enrichment Program. Her board work includes Berkshire Partners Boys & Girls Club, and a pair of leadership roles with Holmes Elementary School Governing Board, and FAMU National Alumni Assoc Massachusetts Chapter.

