

BOSTON Herald

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THURSDAY, MARCH 27, 2008 ■ 50 CENTS (75 CENTS 30 MILES OUTSIDE BOSTON)

MEDIA TODAY



CEOs want the 4-1-1 on what **Generation Y** thinks is hot online — and a Boston public relations firm is giving them just that.

Howell Communications this week launched **Dave's blog** — an up-close-and-personal look at the cyber likes, dislikes and habits of one Gen Yer. (Gen Yers range from teens to early 30s.)

The author is a 23-year-old paralegal living in Manhattan who plans to attend law school in the fall. First thing in the morning, Dave hops online to peruse the **New York Post**.

"I read the Post because it's hilarious," Dave writes. "I am looking at a headline right now that reads 'I didn't want to die.'"

After the Post, he checks out music Web sites followed by the front page of the **New York Times** and **CNN.com**.

Company Prez **Ray Howell** says Gen Yers are driving what's on the Internet.

"It's giving our clients a window into the source without it being filtered, synthesized or analyzed by anybody," Howell said.