



Coming out of the Closet: Exploring LGBT Issues in Strategic Communication with Theory and Research

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Despite representing significant portions of the advertising, marketing, and public relations work force, the lesbian, gay, bisexual, and transgendered (LGBT) community has largely been ignored by scholarly research in strategic communications. With the exception of case studies that document strategies that can be used to secure the LGBT consumer dollar, little has been done to understand the LGBT community's experiences with strategic communications efforts. This edited volume fills this gap by sharing research on the impact and interaction of campaigns and programming from advertising, marketing, and public relations on internal (e.g., practitioners and employees) and external (e.g., consumers, activists) stakeholders from the LGBT community. Several chapters in this volume highlight a significant change in the focus of strategic communications that recognizes the long-term benefits of having legitimate partnerships; others, however, counter this optimistic trend by discussing the continued struggles of practitioners working in strategic communication and the LGBT community at large.



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