

## MICHAEL WILKE BIOGRAPHY

Business journalist **Michael Wilke** has charted the emergence of gay marketing and advertising since 1992. His work is widely cited by college textbooks and news agencies, and he is credited with coining the popular term "**gay vague.**"

Wilke is founder and Executive Director of the Commercial Closet Association, launched in **New York City in 2001**. The nonprofit organization educates advertisers and ad agencies for more effective and informed representations of lesbian, gay, bisexual, and transgender people in mainstream advertising.

Wilke was a business reporter at *Advertising Age* for four years, he won a **1998 GLAAD Media Award**, and was one of *OUT* magazine's **OUT 100** in 2001 for his extensive coverage of gay advertising issues. He has also written for *The New York Times*, *Adweek*, *Brandweek*, and *The Advocate*. Wilke has appeared widely on national TV news, internationally on **CNN** and the **BBC**, as well as "**Entertainment Tonight**" and **VH-1**.

Wilke lead the New York chapter of the **National Lesbian & Gay Journalists Association** as president from 1998 to 2000.

He studied journalism in New York City and, to this day, Wilke remembers *way* too many commercial jingles from his childhood.