

Lady Gaga eggs on Target to support gay rights



Matt Sayles, Associated Press

Lady Gaga

In order to carry an exclusive version of the new Lady Gaga album, Target executives listened to a lecture from the diva.

By **STEVE ALEXANDER**, Star Tribune

Last update: February 22, 2011 - 9:21 PM

Target Corp. and Lady Gaga are singing the same tune in the entertainer's campaign to promote gay equality.

In return for a deal to carry an exclusive edition of Lady Gaga's "Born This Way" album, Target

executives agreed to meet with Lady Gaga and her manager to discuss how Target can become more supportive of gay rights, according to music industry publication Billboard magazine.

In the meeting, she demanded that Target make up for its support of candidates perceived as anti-gay, such as former Minnesota gubernatorial candidate Tom Emmer, Billboard quoted the singer as saying.

Both Gaga and Target have acknowledged the meeting in interviews with Billboard.

She told Billboard the meeting was "one of the most intense conversations I've ever had in a business meeting."

"Part of my deal with Target is that they have to start affiliating themselves with LGBT [lesbian, gay, bisexual and transgender] charity groups and begin to reform and make amends for the mistakes they've made in the past," Gaga told Billboard. "Our relationship is hinged upon their reform."

Dustee Jenkins, Target's vice president of communications, told Billboard the big discount retailer wants to work with Lady Gaga, and is reviewing its policy on corporation donations through a newly created committee on political giving. Target quietly established the committee earlier this year but disclosed its existence only last week.

Jenkins told Billboard that the company couldn't rule out future contributions to candidates who have

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voted against gay-rights issues, but added: "We just believe that this additional oversight will demonstrate our intent to be more thoughtful."

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