

DAVID FRASER LIKELY

Fraser has been a PR/Communication Management consultant since 1987. He founded two successful management consulting firms, both focused on the management of communication departments in organizations.

- President, Likely Communication Strategies Ltd. 1987-2017
- President, Fraser Likely PR/Communication Performance 2017-2022

Fraser has taught part time at the University of Ottawa since 2015. The courses he currently teaches include CMN4144 Advanced Public Relations Seminar and CMN5135, a graduate course on PR/Communication Management. He has also taught PR/Communication Management graduate courses at Royal Roads University in Victoria and in the Master in Business Communication Program at the Vienna University of Economics and Business.

Fraser has been awarded a number of PR/Communication honours, including:

- He is an APR, a Fellow and a Life Member of the Canadian Public Relations Society (CPRS) and was awarded THE CPRS Lamp of Service and President's Medal. He was active in CPRS, serving as chapter president and chair of six national committees.
- He is an Emeritus Member of the Florida based Institute for Public Relations' Evaluation & Measurement Commission (IPR, E&MC)
- He is a Fellow of the United Kingdom based International Association for Measurement and Evaluation of Communication (AMEC)
- He is a Member of the Advisory Committee of the Florida based International Public Relations Research Conference (IPRRC)
- He is the 2018 Winner of the Public Relations Society of America's Jackson, Jackson & Wagner Behavioural Science Prize for his significant contribution to the body of public relations theory and research.

Fraser's scholarly research includes:

- He has managed an International Research Project on PR/Communication Measurement from 2015 to 2019 involving a dozen academics and consultants from around the world.
- He has managed a team of six academics and consultants on a \$50K Major Global Study of Communication Department Structure from 2009 to 2014, sponsored by the IABC Research Foundation
- He has eight academic book chapters, ten academic journal articles and seven academic conference presentations.

Fraser's community service, includes:

- He was a Member of the Advisory Board for the Algonquin College's Public Relations Diploma Program from 1985 to 2015
- He spoke at over 50 PR/C professional conferences in the US, the UK, Europe and Canada
- He was the first international member of the Institute for Public Relations' Measurement Commission, serving from 2001 to 2019.

Fraser has a M.A. from Carleton University in Ottawa in political science, where his research was on the role of interest groups in societal issues management.