

Department of Communication
217 Tichenor Hall
Auburn University, AL 36849

Contact: Merry Parker Whidby
(229) 460-1225
whidbmp@auburn.edu

For Immediate Release

Britton Josey, Auburn PR Alumni

AUBURN (March 24) – Britton Josey, of Thomasville, Ga., started her career as a clinical psychologist. After a turn of events, Josey found her way as a public relations practitioner.

Coming to Auburn as a graduate student of public relations was a decision made later in life.

Josey is now working as the manager of Deloitte’s National PR team. Specifically, Josey provides strategic support and counsel for Deloitte Consulting LLP in Atlanta.

Josey said Auburn’s public relations program has truly benefitted her in her career. Josey said both the communication department and the university as a whole helped her get to where she is today and is very grateful for her time at Auburn.

The book, “The Social Construction of Reality” by Berger & Luckmann still remains with Josey and it applies daily to her work.

“But I wake up every day trying to figure out how I can change the reality of my target audiences to help my company reach its strategic goals – for instance, how can I help establish our company as the market leader in professional services and consulting?” said Josey. “How can I help override the market misperceptions that may exist? And

how can I protect us from negative publicity that would injure our reputation and put us at a competitive disadvantage?”

Before coming to Auburn, Josey’s journey as a student is a long and adventurous one.

Josey attended Agnes Scott College, a women’s college in Decatur, Ga., where she double-majored in theatre and international relations.

Although it seems like a strange combination, Josey said it has become very useful a public relations practitioner.

“You never know what will be coming your way – whether it is a new project that needs your immediate attention, challenging questions from a top-tier reporter, or an unexpected crisis that takes you by surprise,” Josey said. “Theatre helped me with that. International relations taught me about the world, politically, economically and culturally, that I would eventually be trying to influence through PR.”

After graduation, Josey continued her education at Thomas University where she obtained a degree in psychology.

“This degree was incredibly helpful because PR is about persuasion – communicating in a way that will influence the way people behave and think,” Josey said. “Being able to get into the minds of others, especially your target audience, is a great skill to develop.”

Josey decided to attend graduate school at Auburn because of the excellent PR program, as well as the opportunity to teach attracted her.

“The quality of curriculum and the passion exhibited by the faculty for their area of expertise was contagious,” said Josey.

Margaret Fitch-Hauser, Associate Professor and Coordinator of the PR major, taught Josey.

“She was an excellent student. Very sharp and insightful,” Fitch-Hauser said. “She has a way of strategically thinking through challenges and excellent writing skills.”

Once Josey became part of the Auburn family, she was hooked. Josey said the thing she remembers most about her time at Auburn is the friends and faculty she met.

Before graduate school, however, Josey began pursuing a career in clinical psychology, knowing she wanted to make a difference and be a catalyst for change.

She worked at both an acute psychiatric facility and a residential facility for severely emotionally and behaviorally challenged adolescents and thoroughly enjoyed her work.

Shortly after applying to graduate programs, one of the adolescents she worked with committed suicide. Josey said she was absolutely devastated.

“It took some real soul searching for me to admit that I had to make a change because I knew I could not separate my work from my heart. And to pursue this path, I would either have to shut down the part of me that made me good at my job to get through these types of challenges, or I would probably not make it more than five years in the profession.”

Ten years later, Josey said although the decision was difficult, she knows she made the right decision.

“And I am still a catalyst for change – I just do it in a different way by helping people better understand my company and the value we provide,” said Josey.

Josey said being able to see a company or client succeed is very rewarding, especially knowing that you helped them get there.

After graduate school, Josey was thrown into the PR world by working with the PR agency, Hill & Knowlton in Atlanta.

“You have to be a Jack or Jill of all trades, learning how to think fast, multitask, work in multiple teams that are constantly changing, while understanding the importance of billable time and reporting back to clients – lots of reporting,” Josey said.

Josey joined Deloitte as a Southeast PR specialist out of Atlanta a year and a half later. Working her way up the corporate ladder, she is now the manager of Deloitte’s national PR team. Josey has been at Deloitte for eight years.

Josey has been married for over four years and has a little boy that will be two in April.