



The JOHN CARDINAL FOLEY CHAIR of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



ANNUAL REPORT, 2013-2014

The John Cardinal Foley Chair of Homiletics & Social Communications was inaugurated with the one-year appointment of the REV. THOMAS DAILEY, O.S.F.S., S.T.D., on sabbatical from DeSales University (Center Valley, PA). Fr. Dailey took up residence at Overbrook in August and at the beginning of the academic year made his Oath of Fidelity and Profession of Faith as a new faculty member.

Reporting to the Vice-Rector, Fr. Dailey assumed responsibility for establishing the tasks of this new faculty position and for initiating the work of the chair. To that end, his primary activities consisted of promoting the new position to the public and educating diverse audiences about subjects related to the chair's field.

MARKETING & PROMOTION

Fr. Dailey met with various individuals and groups with a vested interest in the position, including the executor of Cardinal Foley's estate, members of the Eastern Lieutenancy of the Equestrian Order of the Holy Sepulchre, the executive committee of the Saint Charles Borromeo Seminary Priest Alumni, the West Montgomery County Deanery of Priests, and officials of the Pontifical Council for Social Communications at the Vatican.

Fr. Dailey organized a professional advisory committee consisting of twenty-five persons in the region engaged in social communications and/or seminary education. During the year, this committee met three times (Fall, Spring, Summer) to review possible programs and establish strategic initiatives. In addition, Fr. Dailey enlisted the aid of six national/international consultants in the world of Catholic social communications.

Fr. Dailey set up social communications in the name of the Cardinal Foley Chair. These media include

- the Seminary's new web site, on which are posted (to-date) 11 pages of information, 33 documents, 59 links, 4 videos, and 2 photo galleries <www.scs.edu/john-cardinal-foley-chair>
- social media sites on Facebook (with 198 "friends" in 7 countries and 254 "likes" to-date) and on Twitter (with 73 "followers" to-date), through the combination of which 155 messages were posted to a global audience
- the Seminary's blog (SemCasual.org), for which Fr. Dailey penned a weekly column (with 33 posts to-date)
- the global Catholic media network (InterMirifica.net), on which an account was established.

Fr. Dailey promoted the Cardinal Foley Chair through YouTube. He produced a 10-minute “informercial” about the new initiative that was written, filmed, and edited by students from DeSales University. He also participated in a 7-minute “documentary” about John Cardinal Foley produced by the Catholic News Service. Together, these videos have been viewed by more than 650 people.

Fr. Dailey worked with news media to heighten awareness of the position. The Cardinal Foley Chair was featured in 7 articles on CatholicPhilly.com, versions of which also appeared in the Philadelphia Inquirer, the Delaware County Times, and the online site of the Pontifical Council for Social Communications. Fr. Dailey was also interviewed by KYW News Radio.

PROGRAMS & ACTIVITIES

At Overbrook, the Cardinal Foley Chair lectured on multiple subjects among all constituencies of the Seminary. Fr. Dailey

- created and taught an elective course (PTH988 - “CyberTheology”) in the Theologate
- directed a master class on preaching for the transitional deacons
- conducted a workshop on biblical hermeneutics for the Permanent Diaconate program
- gave a conference on St. Francis de Sales for the Seminary College, and
- presented the commencement address for the Graduate School of Theology.

The programming highlight this year was the inauguration of the John Cardinal Foley Lecture Series on Social Communications. To an audience of more than 300 persons, Fr. Dailey delivered the inaugural lecture on “Social Communications and Evangelization with Pope Francis.” Summary and full-length video versions of the lecture were posted on the Seminary’s YouTube channel. An edited version of the lecture was published in *ORIGINS* – the documentary news service of the U.S.C.C.B.

Beyond the Seminary campus, the Cardinal Foley Chair gave ten (10) presentations to various groups in multiple dioceses. These included

- discussions with school faculties at: St. Thomas More School in Allentown, Holy Ghost Preparatory School in Bensalem, and St. Joseph’s University in Philadelphia
- talks to (arch)diocesan groups: The Neumann Forum, Bucks County Theology on Tap, Lehigh Valley Legatus, Catholic Young Adults of Chester County, and Manayunk Theology on Tap
- and workshops for religious educators: among the Sisters of the Immaculate Heart of Mary and for Adult Faith Formation directors/coordinators in the Archdiocese of Philadelphia.

Fr. Dailey also directed the annual retreats for Priests in the Diocese of Arlington and for Sisters of the Visitation of Holy Mary in Tyringham, MA.

During the Summer, Fr. Dailey will represent the Cardinal Foley Chair at the members’ meeting of the Academy of Catholic Theology in Washington (DC) and at the TheoCom14 conference at Santa Clara (CA) University that is sponsored by the Pontifical Council for Social Communications and the U.S.C.C.B. Office of Communications.

Fr. Dailey is also completing a book which he began during this year. *Live Today Well: A Saint's Guide to the Good Life* will offer readers an introduction to the spiritual wisdom of St. Francis de Sales, the patron saint of Catholic writers and journalists.

PLANS for 2014-2016

Upon completion of his sabbatical in August 2014, Fr. Dailey will return to DeSales University full-time to resume his positions there as Professor of Theology, Blessed Louis Brisson Chair of Salesian Spirituality, and Director of the Salesian Center for Faith & Culture.

In his university capacities, Fr. Dailey will visit Overbrook ...

- to introduce the Digital Church Conference at St. Joseph's University (on October 18, 2014)
- to offer a retreat on Salesian spirituality to the College students (on January 8-12, 2015)
- to introduce the second annual John Cardinal Foley Lectures (January 26, 2015); and
- to offer a master class "On the Preacher & Preaching" to transitional deacons (on February 19, 2015).

Future plans envisioned for the John Cardinal Foley Chair include ...

- offering a "CyberTheology" course in the Theologate and/or School of Graduate Studies;
- introducing the Cardinal Foley Award(s), in conjunction with an annual celebration of World Communications Day;
- developing workshops to train parish personnel on the use of social communications; and
- conducting research about, and hosting a national symposium on, the state of social communications in seminary education in the U.S.

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