



# The JOHN CARDINAL FOLEY CHAIR of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



## ANNUAL REPORT, 2014-2015

*last updated on 6/19/15*

The John Cardinal Foley Chair of Homiletics & Social Communications was inaugurated in 2013-2014 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). In the fall of 2014, Fr. Dailey returned to his full-time position at DeSales University, but he continued to guide the activities of the Cardinal Foley Chair on a volunteer basis.

### PROGRAMS & ACTIVITIES

Two major events took place during the year:

- The Cardinal Foley Chair hosted the nationally-known [Digital Church Conference](#), which took place at St. Joseph's University. More than 100 registrants, from 3 (arch)dioceses, joined 7 seminarians for this day-long workshop on social communications and evangelization.
- The second annual [John Cardinal Foley Lecture on Social Communications](#) was delivered by JOHN ALLEN, JR., associate editor at *The Boston Globe*, just days after his publication of a new book on Pope Francis. His lecture focused on "How Pope Francis Models Effective Communication." The event is archived on the web site.

Fr. Dailey conducted speaking engagements related to the work of the Cardinal Foley Chair, including

- He offered presentations about social communications in the diocese of Allentown and the archdiocese of Philadelphia.
  - ["Close Encounters of the Digital Kind"](#) – for the DeSales University men's group (9/23/14)
  - ["Catholicism in an iWorld"](#) – at St. Andrew's parish, Newtown (10/6/14)
  - ["The Digital and the Divine"](#) – in the DeSales University ACCESS breakfast series (11/13/14)
- He preached retreat conferences in the Archdiocese of Philadelphia
  - ["Salesian Spirituality for Seminarians"](#) – for the Saint Charles Borromeo College Seminary (1/8-12/15)
  - "From Devotion to Vocation: Insights from St. Francis de Sales" – for the Archdiocesan young men's vocation retreat (5/19/15)

- He engaged in formation activities at Saint Charles Borromeo Seminary that included
  - [“On the Preacher & Preaching”](#) – a master class for transitional deacons (2/19/15)
  - [“On Technological Etiquette”](#) – a formation conference for college seminarians (3/16/15)
  - “The Year of Consecrated Life” – a panel discussion for the Formation Day program (3/26/15)

In terms of publications,

- Fr. Dailey continues to write regular posts for the [SemCasual blog](#), with 40 entries during the current year.
- Fr. Dailey authored an invited article in [Rambling Spirit magazine](#) on “Meeting the Digital Challenge to Evangelization.”
- Fr. Dailey also completed the manuscript on Salesian spirituality which he began working on at the seminary in 2013-2014; the new book, entitled [Live Today Well: St. Francis de Sales’ Simple Approach to Holiness](#), will be published by Sophia Institute Press in July of 2015. A book presentation/signing has been tentatively schedule at the Seminary for Monday, October 19, 2015.

Finally, Fr. Dailey was appointed to the Communications & Marketing Committee for the World Meeting of Families 2015 and to its sub-committee on Media Management. The committee began meeting in April and will continue to do so through September.

## MARKETING & PROMOTION

The [Advisory Committee](#) for the Cardinal Foley Chair met three times (Fall, Spring, Summer) to provide insights into planning and marketing processes. Five (5) new members have joined the committee this year.

Fr. Dailey continues to manage social communications in the name of the Cardinal Foley Chair, including:

- the [Seminary’s web site](#), on which are posted (to-date) 11 pages of information, 63 links, 28 documents, 7 videos, 1 audio, and 6 photo galleries
- social media sites, which are updated at least weekly
  - on [Facebook](#) ... with 285 “likes” in 8 countries to-date
  - on [Twitter](#) ... with 127 “followers” to-date, to whom 199 tweets have been posted
- the global Catholic media network (InterMirifica.net), on which an account is established.

In terms of mass media ...

- News about the Digital Church Conference appeared on CatholicPhilly.com on [10/20/14](#)
- News about the Cardinal Foley Lecturer appeared on [CatholicPhilly.com](#), on [KYW-1060](#) radio, and on [CBS-3 News](#).

## ***PLANS for 2015-2016***

Fr. Dailey will continue to offer voluntary service to assist with the work of the Cardinal Foley Chair. He will represent the chair on the Communications & Marketing Committee of the World Meeting of Families 2015 for the congress and papal visit to take place in Philadelphia on September 22-27.

New activities to be sponsored by the Cardinal Foley Chair include ...

- the inauguration of an annual series called [“The Cardinals’ Forum”](#) at the start of each academic year at the Seminary, with the first discussion to take place on **August 25, 2015**.
- a book presentation/signing of *Live Today Well: St. Francis de Sales’ Simple Approach to Holiness* ([Sophia Institute Press, forthcoming 2015](#)) – with Fr. Dailey, tentatively on October 19, 2015.
- a possible gathering of various young adult groups from the Archdiocese of Philadelphia, at the seminary during the Spring semester, to discuss “Mass, Media, and Mass Media”

The Cardinal Foley Chair will host the third annual [John Cardinal Foley Lecture on Social Communications](#), to be delivered on **February 1, 2016** by FR. ANTONIO SPADARO, S.J., editor of *La Civiltà Cattolica*, interviewer of Pope Francis, consultant to the Pontifical Councils for Social Communications and for Culture, and appointed member of the new Vatican commission on media.

Tasks for the Advisory Committee include the following:

- developing plans for the inauguration of an annual award and celebration associated with World Communications Day each May
- revising the plan for marketing the Cardinal Foley Chair drafted during the 2014-2015 academic year by FVM Strategic Communications
- initiating the processes associated with the hiring of a full-time faculty member to assume the duties of the John Cardinal Foley Chair beginning in the 2016-2017 academic year.

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