



The JOHN CARDINAL FOLEY CHAIR of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



ANNUAL REPORT, 2016-2017

last updated on 6/9/17

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 continues to guide the activities of the Cardinal Foley Chair on a volunteer basis.

(follow the links in the text for more detailed information)

PROGRAMS & ACTIVITIES

Events:

- The fourth annual [*John Cardinal Foley Lecture on Social Communications*](#) took place on January 30, 2017. This year's lecturer was GREGORY ERLANDSON, the director and editor-in-chief of Catholic News Service. His lecture focused on "The Power of the Word: Catholic Media and Faith Formation." Texts, videos, and photos of the event are [archived](#) on the web site. The lecture was subsequently [published](#) in ORIGINS: The Documentary News Service of the USCCB.
- The second annual [*John Cardinal Foley Symposium*](#) to celebrate the World Day of Social Communications took place on May 24, 2017. The day's events included a panel discussion on the papal message ("Communicating Hope & Trust in Our Time), celebration of the Vigil Mass for the Ascension of the Lord, and an awards dinner at which the youth award was presented to Emily Clark and the professional award to Mark Abrams. The day's events are [archived](#) on the web site.

Speaking Engagements

- Fr. Dailey offered a conference to priests in the archdiocese at The Philadelphia Oratory on 10/30/16
- Fr. Dailey was interviewed by Gary Zimak on Holy Spirit Radio on 6/5/17

Publications:

- Fr. Dailey continues to write regular posts for the [SemCasual blog](#), with 28 entries during the academic year.

MARKETING & PROMOTION

The [Advisory Committee](#) for the Cardinal Foley Chair met two times (Fall and Spring) to provide insights into planning and marketing processes.

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) 18 pages of information, 99 links, 59 documents, 16 videos, 1 audio, and 7 photo galleries
- social media sites, with activity on a more or less weekly basis
 - on [Facebook](#) ... with 300 page “likes” and 286 “followers” in 10 countries to-date
 - on [Twitter](#) ... with 232 “followers” to-date, to whom 429 tweets have been posted
- the global Catholic media network (InterMirifica.net), which features [the Cardinal Foley Chair](#)
- the Vatican Secretariat for Communications, which featured this year's [Cardinal Foley Symposium](#)

In terms of [mass media](#) ...

- CatholicPhilly.com featured six (6) stories and one (1) video interview.
- The Cardinal Foley Lecture was featured in national stories on Crux and Catholic News Service.
- The Cardinal Foley Symposium was included in local, national, and international news.

PLANS for 2017-2018

Fr. Dailey has been appointed to the full-time position of the Cardinal Foley Chair, beginning in Fall 2017.

In this position, he will undertake work in the following areas:

- **teaching**, with possible courses to include
 - Homiletics - in the Theological Seminary and in the School of Diaconal Formation
 - CyberTheology - in the Theological Seminary and in the School of Theological Studies
- **administration**, with possible tasks to include
 - directing all aspects of the Cardinal Foley Chair
 - reviewing the elements of the Communications curricula in all schools
 - coordinating social media usage in all schools
 - participating in pastoral internships in Communications
- **outreach**, with possible tasks to include
 - research and writing, including regular columns on SemCasual.org and CatholicPhilly.com
 - speaking engagements in academic, professional, and pastoral settings
 - collaboration with professionals in other (arch)dioceses, the USCCB, and the Holy See
 - fund-raising

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

- the 2nd annual [“Cardinals’ Forum”](#) at the start of the academic year at the Seminary
 - next discussion scheduled for **August 28, 2017**
 - ARCHBISHOP CHAPUT, Dr. JOHN HAAS, and Fr. DAILEY confirmed as speakers
 - topic to be decided

- the 5th annual [John Cardinal Foley Lecture on Social Communications](#),
 - scheduled for **January 29, 2018**
 - BISHOP ROBERT BARRON confirmed as speaker
 - topic to be decided

- the 3rd annual [John Cardinal Foley Symposium for the World Day of Social Communications](#)
 - scheduled for Thursday, **May 24, 2018**
 - panelists to be determined based on theme of the papal message
 - award winners to be determined according to established criteria

Tasks for the **Advisory Committee** include the following:

- generating interest in, and audiences for, the three major events listed above

- assisting with the creation of a comprehensive plan for education in Homiletics

- creating a mechanism for connecting with Youth & Young Adult groups in the Archdiocese

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