



The  
**JOHN CARDINAL FOLEY CHAIR**  
of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



## ANNUAL REPORT, 2017-2018

*last updated on 6/30/18*

The John Cardinal Foley Chair of Homiletics & Social Communications was inaugurated in 2013-2014 and became a full-time position in 2017-2018 with the appointment of REV. THOMAS DAILEY, O.S.F.S., to the Seminary's faculty.

The report below chronicles the programming supported by the Cardinal Foley Chair and the work of Fr. Dailey on behalf of the Chair during the 2017-2018 year of formation. It concludes with proposed objectives for the work of the Chair during the 2018-2019 year of formation.

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

### TEACHING & SCHOLARSHIP

*Under the auspices of the Cardinal Foley Chair, Fr. Dailey educates in a variety of ways, including:*

#### Academic Programs:

- courses:
  - PTH 988 - "CyberTheology" (Fall 2017)
  - SCR 958 - "Interpreting the Sunday Lectionary" (Spring 2018)
  - STS 901 - "CyberTheology" (Summer 2018)
- lectures:
  - on the thought of Paul Ricoeur in PHL 519 - "Contemporary Philosophy" (4/24/18)

#### Formation:

- spiritual formation
  - "The Salesian Method of Meditation" – conference for Pre-Theology I (11/7/17) and Pre-Theology II (11/28/17)
- human formation
  - "Mass Communication: Navigating Cyber-Space without Losing Our Humanity" – conference for Theology Seminary and panel discussion for College & Theology Seminaries (11/16/17)
- apostolic formation
  - evaluation of diaconal preaching (30 reports shared with deacons)

Publications:

- ["The Sacred Visioning of Salesian Spirituality"](#) – published in the *Indian Journal of Spirituality*, vol. 30/2 (2017), pp. 117-126.
- "Preaching as Praying: Complementary Methods for Sacred Eloquence in the Teaching of St. Francis de Sales" - forthcoming in *New Theology Review* 31/1 (September 2018)
- "The Church at 30,000 Feet: Appreciating Pope Francis's Interviews with Journalists" - under review for publication in the *Journal of Catholic Social Thought*
- *Commentaries*
  - 23 posts on the *SemCasual* [blog](#)
  - 11 essays on the *CatholicPhilly.com* [portal](#)

Presentations:

- [on "The Gift of the Priestly Vocation"](#) – for *The Cardinals' Forum* at Saint Charles Borromeo Seminary (8/28/17)
- "The Church at 30,000 Feet: Appreciating Pope Francis's Interviews with Journalists" – at the conference on *Pope Francis: A Voice Crying Out in the World* held at Villanova University (4/13/18)

Research:

- ongoing, as a fellow with the Catholic Leadership Institute (Wayne, PA)
- editorial review of one manuscript submitted for publication in the *Journal of Catholic Higher Education*

**PROGRAMS & ACTIVITIES**

*On behalf of the Cardinal Foley Chair, Fr. Dailey leads a variety of events, including ...*

Sponsored Series:

- The second annual [Cardinals' Forum](#) inaugurated the year of formation on August 28, 2017. Discussion focused on "The Gift of the Priestly Vocation." Panelists were ARCHBISHOP CHAPUT, Fr. Dailey, and DR. JOHN HAAS. An [archive](#) of the presentations is available on the website.
- The fifth annual [John Cardinal Foley Lecture on the Church and Social Communications](#) took place on January 29, 2018. BISHOP ROBERT BARRON, auxiliary bishop of Los Angeles and founder of Word on Fire Catholic Ministries, spoke about "Word on Fire: A Story of Evangelization for the Digital Age." The lecture was delivered to more than 600 people in St. Martin's Chapel and streamed to more than 51,000 viewers online. Texts, videos, and photos of the event are [archived](#) on the website.

- The third annual [John Cardinal Foley Symposium](#) on May 24, 2018 celebrated World Communications Day. The day's events included a panel discussion about the papal message ("Fake News and Journalism for Peace"), a memorial Mass, and a dinner celebration at which the Cardinal Foley Award for Excellence in Communication was bestowed, posthumously, upon TIM RUSSERT of NBC News. The day's events are [archived](#) on the website.

### Speaking Engagements

- Professional Development
  - leadership workshop for parish ministers in Stirling, NJ (8/28/17)
  - conference for the Convocation of Priests in the Diocese of Allentown, PA (11/10/17)
  - presentation to Catholic Leadership Institute national board members (11/14/17)
  - remarks at the Catholic Media Conference luncheon in Brooklyn, NY (5/9/18)
  - conferences for the Continuing Education Day for Priests of the Diocese of Camden, NJ (6/7/18)
- Religious Education
  - presentation at the Theology on Tap for Young Adults of Bucks County (7/26/17)
  - scholar presentations for the Sophia Institute for Teachers
    - in Camden, NJ (9/18-19/17)
    - in Manchester, NH (4/11/18)
  - conference at the Malvern Retreat Center in Malvern, PA (3/10/18)
- Spiritual Enrichment
  - Forty Hours preaching in the Archdiocese of Philadelphia at
    - Sacred Heart parish, Clifton Heights (10/15-17/17)
    - St. Dominic parish, Philadelphia (10/22-24/17)
    - St. Charles Borromeo parish, Drexel Hill (11/6-8/17)
  - Directed Retreats
    - for the Nuns of the Visitation of Holy Mary in Tyringham, MA (11/18-21/17)
    - for College seminarians at Saint Charles Borromeo Seminary (1/10-14/18)
    - for Permanent Deacons in the Archdiocese of Philadelphia (2/23-24/18)
  - Days of Recollection
    - for the Catholic Leadership Institute
      - professional staff (12/19/17)
      - national board (5/3/18)
    - for the DeSales Media Group in Brooklyn, NY (3/9/18)
    - for the staff of Sophia Institute in Manchester, NH (4/12/18)

**MARKETING & PROMOTION**

*In the name of the Cardinal Foley Chair, Fr. Dailey interacts with media via multiple formats, including:*

Social Communications

- managing the section on the [Seminary’s web site](#) dedicated to the Cardinal Foley Chair, on which the following are posted:

<i>pages</i>	<i>archives</i>	<i>documents</i>	<i>promotions</i>	<i>stories</i>	<i>links</i>	<i>galleries</i>	<i>videos</i>	<i>audios</i>
26	34	50	39	19	48	16	38	3

- managing five (5) social media accounts, with activity on a more or less weekly basis:

<i>platform</i>	<i>reach</i>	<i>activity</i>
<a href="#">Facebook</a>	325 “followers” in 10 countries 338 page “likes”	65 posts this year
<a href="#">Twitter</a>	290 “followers”	562 tweets to-date 175 photos and videos to-date
<a href="#">Instagram</a> <i>(new this year)</i>	85 “followers”	26 posts this year
<a href="#">Vimeo</a>	4 “followers”	10 videos uploaded to-date 1 video uploaded this year 251 plays this year
<a href="#">Overbrook Online Weekly</a>		online newspaper with stories curated weekly

Mass Media

*Print*

- story on ordination of Bishop Alfred Schlert by Daniel Sheehan in *The Morning Call* (8/30/17)
- story on Church communications by John Knopp on *PhillyVoice.com* (9/14/17)
- stories on Catholic Media Conference in Brooklyn on the *DeSales Blog* (5/9/18) and on *Crux.com* (5/10/18)

*Radio*

- interviews (7) on "Spirit in the Morning" with Gary Zimak on *Holy Spirit Radio*
- interview on "Son Rise in the Morning" with Anna Mitchell on *Sacred Heart Radio* (1/24/18)
- interview with Mark Abrams on *KYW News Radio 1060* (4/29/18)
- feature about the Cardinal Foley Symposium (4/28/18)

*Television*

- live video from Catholic Media Conference in Brooklyn via *The Tablet* (5/9/18)
- feature about the Cardinal Foley Symposium
  - on *Currents News TV* (Brooklyn) on 5/16/18
  - on *NBC-10 News* (Philadelphia) on 5/24/18

- full segment during *Currents News TV* special presentation on ""Ed Wilkinson: Distinguished Communicator" (6/29/18)

### *Digital*

- podcasts on *CatholicPhilly.com*
  - referenced in "social media and loneliness" (5/9/18)
  - featured in "selfie spirituality" (6/13/18)
  - featured in "fake news" (6/25/18)
- features
  - about the Cardinal Foley Lecture (story and photos) on *CatholicPhilly.com*
  - about the Cardinal Foley Symposium
    - on *CatholicPhilly.com*
    - at the Vatican's Secretariat for Communications.

## **ADMINISTRATION & DEVELOPMENT**

*Fr. Dailey manages all aspects related to the Cardinal Foley Chair, including:*

### Committee Work

- directed three meetings (Fall, Winter, and Spring) of the [Advisory Committee](#) for the Cardinal Foley Chair to provide insights into planning and marketing processes
- served on the Academic Affairs Committee of the Seminary's Board of Trustees

### Budget & Finance

- managed the operational accounts for the Cardinal Foley Chair
- secured donations to the Cardinal Foley Chair funds held by the Catholic Foundation of Greater Philadelphia as follows:

### Special Tasks/Projects

- participated in the interview process for the position of Coordinator of the School of Theological Studies
  - completed a comprehensive review of formation in Communications and Homiletics throughout the Seminary (submitted to the Rector on 5/20/18; to be discussed on 7/6/18)
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## ***Proposed OBJECTIVES for 2018-2019***



### **Programming**

1. coordinate and participate in the third annual Cardinals' Forum (8/27/18)
2. coordinate and host the sixth annual Cardinal Foley Lecture (1/28/19)
3. coordinate and host the fourth annual Cardinal Foley Symposium (5/23/19)

### **Teaching**

4. create and teach the following *new* courses:
  - PTH 601 - Theology of Homiletics
  - PTH 602 - Contemporary Homiletics
  - THL 506 - Church Communications
5. complete other tasks (e.g., class lectures, thesis direction, formation conferences), as invited

### **Scholarship**

6. offer presentations for various (arch)diocesan groups in realms of continuing education and spiritual enrichment
7. conduct and publish research through the Catholic Leadership Institute
8. contribute commentaries to SemCasual blog (bi-weekly) and CatholicPhilly.com (monthly)

### **Administration**

9. implement the recommendations and suggestions from the study of Homiletics & Social Communications, as directed by the Rector
  10. direct three meetings of the Advisory Committee for the Cardinal Foley Chair and continue service on the Board of Trustees' Academic Affairs Committee
  11. manage communications (website + social media) related to the Cardinal Foley Chair
  12. manage the financial accounts of the Cardinal Foley Chair and assist with fund-raising for the Chair's endowments
  13. complete other tasks as assigned by the Rector
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