



The
JOHN CARDINAL FOLEY CHAIR
of Homiletics & Social Communications

@ Saint Charles Borromeo Seminary



ANNUAL REPORT, 2019-2020

last updated on 6/29/20

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 2019-2020 year of formation.

TEACHING & SCHOLARSHIP

Academic Programs:

- courses (*- newly created)
 - COM 211* – Social Communications (Spring 2020) for 16 CS students
 - PTH 601 – Theology of Homiletics (Fall 2019) for 28 TS students
 - PTH 602 – Contemporary Homiletics (Spring 2020) for 27 TS students

Formation:

- apostolic formation
 - evaluation of diaconal preaching – 23 reports shared with transitional deacons

Publications:

- “Behold this heart”: *A Salesian Devotion to the Sacred Heart of Jesus*, on the occasion of the Centenary of the Canonization of St. Margaret Mary Alacoque, V.H.M. – contracted by Sophia Institute Press (anticipated publication in November 2020).
- “Gazing upon the Eucharist: How to preach during worship of the Eucharist outside of Mass” – in *The Deacon*, vol 2., no. 6 (May/June 2020): 32-34.
- “Mass *ad digitale*m” (co-authored with Rev. Patrick J. Welsh) – in *Homiletic & Pastoral Review* (April 28, 2020)

- “Preaching the Story of Stories” – in *Homiletic & Pastoral Review* (February 26, 2020); also posted on the website of the Vatican’s Dicastery for Communications as “*notiziae*” for the 2020 World Communications Day
- “The Church at 30,000 Feet: Appreciating Pope Francis’s Interviews with Journalists” – in the *Journal of Catholic Social Thought* 16/2 (2019), pages 319-337.
- *Commentaries*



- blog posts on *AscensionPress.com*
 - “What twenty-somethings think of parish life” (7/22/19)
 - “How accurate is the Pew survey on the Eucharist?” (8/16/19)
 - “Seeing is believing: Using visual tech at Mass” (9/26/19)
 - “The power of popular devotions in parish life” (10/14/19)
 - “Are young adult Catholics ‘resilient disciples’ in parishes?” (12/16/19)



- columns on *CatholicPhilly.com*
 - “How to drink like the saints” (7/3/18)
 - “Empty pews and the future of Catholic parishes” (8/5/19)
 - “To change the world, see the cross lifted high” (9/12/19)
 - “Don’t live in a monastery? That’s OK, this grace is for you” (10/1/19)
 - “Humility helps us see the sacred in the sublime” (11/8/19)
 - “Where image is everything, spectacle of Christmas endures” (12/10/19)
 - “What is man? The answer leads to the heart” (1/9/2020)
 - “What’s your story? And what does it mean?” (2/4/2020)
 - “Coronavirus church may be online, but people of God remain real” (3/13/20)
 - “As devotion goes digital, church of the present emerges” (3/26/20)
 - “The Anointing of This Uncertain Good Friday” (4/10/20)
 - “Five ways parishes can arise to ‘new normal’ after pandemic” (4/24/20)
 - “A renewed faith for troubled hearts” (5/11/20)



- podcasts on *CatholicPhilly.com*
 - “How to journey with youth who have drifted from the faith” (7/12/19)
 - “How to drink like a saint” (7/26/19)
 - “Pope Francis wants you to tell it like it is” (10/28/19)
 - “Holiness for the harried” (11/14/19); also on *VisitationSpirit.org*
 - “You can talk about religion and politics, but carefully” (11/26/19)
 - “Make a spectacle of Christmas, right in your heart” (12/18/19)
 - “Happy Valentine’s Day, from Jesus and St. Francis de Sales” (2/14/20)
 - “The power of a story” (3/6/20)
 - “Faith moves online as churches close for coronavirus” (3/20/20)
 - “Holy Week and last-minute livestreamed Masses” (4/8/20)

Research:

- ongoing, as a fellow with the Catholic Leadership Institute (Wayne, PA)

Professional Organizations (current membership):

- Academy of Catholic Theology
- Catholic Association of Teachers of Homiletics

PROGRAMS & ACTIVITIES

Sponsored Series:

- The 4th annual *Cardinals' Forum* on August 27, 2019
 - topic: "Empty Pews and the Future of Catholic Parishes"
 - panelists: ARCHBISHOP CHAPUT, FR. THOMAS DAILEY, DR. JOHN HAAS, DR. NATHAN KNUTSON, and REV. ROBERT PESARCHICK (moderator)
 - audience: approximately 275 in-person + more than 2,360 via livestream
 - archive at <https://www.scs.edu/cardinals-forum/archive>
- The 7th annual *John Cardinal Foley Lecture on the Church and Social Communications* on January 27, 2020
 - topic: "Evangelization and New Media"
 - lecturer: FR. MIKE SCHMITZ - director of youth and young adult ministry for the Diocese of Duluth (MN) and internationally popular video host at Ascension Presents
 - audience: 700 (sold-out) registrations
 - online audience:
 - video interviews:
 - 182,872 views @Ascension Presents
 - 43,400 views @Facebook
 - lecture clip: 3,900 views @Facebook
 - lecture full video: 130,047 views @Ascension Presents
 - podcasts @Seminarian Casual (two parts)
 - news coverage in ...
 - CatholicPhilly.com
 - The A.D. Times
 - archive at <https://www.scs.edu/cardinal-foley-lecture-2020>
- The 5th annual *John Cardinal Foley Symposium* to celebrate World Communications Day was postponed from May 20 to October 1, 2020 due to government restrictions to combat the novel coronavirus pandemic

Speaking Engagements

- Professional Development
 - "Virtual Presence and Communications" – webcast in the Center for Church Management series at Villanova University (11/5/19)
 - "Forming Disciples in Parishes Today" – brown bag luncheon presentation to the faculty at Saint Charles Borromeo Seminary (11/14/19)
 - "I Am the Bread of Life" – scholar presentation in the Sophia Institute for Teachers online workshop (6/9/20)

- Religious Education
 - "Drinking with St. Francis de Sales" - presentation in the "Drinking with the Saints" series for the Catholic Young Adults of Bucks County in Doylestown, PA (7/31/19)
 - "Salesian Service" – keynote talk for the sophomore class retreat at Fr. Judge High School in Philadelphia, PA (10/18/19)
 - "Best Practices in Disciple-Making" – presentation to the Lehigh Valley chapter of Legatus in Allentown, PA (11/6/19)
 - "Living Today Well" – presentation in the Advent Spirituality Series for the Camden Diocese at the Cathedral of the Immaculate Conception in Camden, NJ (12/11/19)
 - professional development series (talks & discussions) on the thought of Saint John Paul II for the staff of The Culture Project at Springfield, PA
 - * on the Sacred Heart (11/15/19) * on Romance (2/14/20)
 - * on Our Lady of Loreto (12/11/19) * on Suffering (4/3/20 via ZOOM)

- Spiritual Enrichment
 - "Do this in remembrance of me ..." – conferences (4) and homilies (3) for the Weekend of Recollection and Forty Hours Celebration inaugurating the academic year at Mount St. Mary's Seminary in Emmitsburg, MD (8/23-25/19)
 - "At the Heart of the Eucharist" – series of homilies (3) for the Forty Hours devotion at St. Albert the Great parish in Huntingdon Valley, PA (11/10-12/19)

- "Behold this heart ... in Lent" – annual mission (5 homilies and 4 conferences) at Immaculate Heart of Mary parish in High Point, NC (2/29/20 – 3/3/20)
- “The Heart of the Eucharist” – series of conferences (3) for the annual retreat of the Holy Spirit Adoration Sisters, Convent of Divine Love in Philadelphia, PA (3/5-7/20)
- “Behold this heart ...” – series of homilies (9) for the novena of Masses at the monastery of the Visitation of Holy Mary in Philadelphia, PA (6/11-19/20)

MARKETING & PROMOTION

Social Communications

- managing the section on the Seminary’s web site dedicated to the Cardinal Foley Chair, on which the following are posted (data current as of 6/23/20)

<i>pages</i>	<i>archives</i>	<i>documents</i>	<i>promotions</i>	<i>stories</i>	<i>links</i>	<i>photo galleries</i>	<i>videos</i>	<i>audios</i>
32	36	116	50	36	90	22	46	8

- managing five (5) social media accounts, with activity on a more or less weekly basis (data current as of 6/23/20)

<i>platform</i>	<i>reach</i>	<i>activity</i>	<i>reach</i>
Facebook	403 followers	79 posts this year	11.355
Twitter	357 followers	54 posts this year	
Instagram	96 followers	39 posts this year	
Vimeo	3 followers	0 video uploaded this year	

- consulting with St. Matthew’s Parish (Philadelphia) concerning their social communications plan and future strategies

Mass Media

Print / Digital news stories

- "Cardinals Forum' to discuss ‘empty pews,’ future of parishes” – CatholicPhilly.com, 8/27/19
- “Seminary panelists ponder future of thinning Catholic parishes” – CatholicPhilly.com, 9/11/19
- “We’re all called to ‘tell the story about Jesus,’ evangelizer says” – CatholicPhilly.com, 1/29/20
- “As public Masses cease, faithful move devotions online” – CatholicPhilly.com, 3/20/20
- “Praying remotely doesn’t mean we’re distanced from Christ” – CatholicPhilly.com, 3/20/20

- “Archdiocese plans for renewal of parish life after pandemic” – CatholicPhilly.com, 4/24/20
- “Strong communications key to restoring parish life” – CatholicPhilly.com, 5/4/20

Podcasts

- “Answering the Internet’s Most Asked Questions about Priests” – The Fr. Mike Schmitz Catholic Podcast, 1/30/20
- “Interview with Fr. Mike Schmitz” (two parts) – Seminarian Casual Podcast, 2/2/20
- “The desert of Lent reveals God’s footprints” – Listen to CatholicPhilly.com, 2/28/20
- “Without the Cross, there can be no crown” – Listen to CatholicPhilly.com, 3/5/20
- “Christ provides the living water for every thirst” – Listen to CatholicPhilly.com, 3/14/20
- “Letting the Lord heal our blindness” – Listen to CatholicPhilly.com, 3/21/20
- “Through tears to the joy of new life” – Listen to CatholicPhilly.com, 3/28/20
- “Christ transforms our suffering into new life” – Listen to CatholicPhilly.com, 4/4/20

Video

- “Answering the Internet’s Most Asked Questions about Priests” – Ascension Presents, 1/29/20
 - “Telling the Story of God’s Love” (2020 Cardinal Foley Lecture) – Ascension Presents, 2/1/20
 - “Even More Questions from the Internet about Priests” – Ascension Presents, 2/5/20
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ADMINISTRATION & DEVELOPMENT

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 (discretionary) accounts for the Cardinal Foley Chair
- secured donations to the Cardinal Foley Chair funds held by the Catholic Foundation of Greater Philadelphia

Special Tasks/Projects

- implemented recommendations from the 2017-2018 Report on Formation in Communications and Homiletics, including
 - introduction of new Communications course in the College curriculum
 - online publication of a Communications & Homiletics Handbook

- inaugurated a new award in Communications in the College Seminary presented annually at the Concursus ceremonies
 - collaborated with the McGrath Institute for Church Life at the University of Notre Dame in furtherance of their “Church Communications Ecology” program
 - appointed by Archbishop Nelson Perez to serve on the Post-Crisis Pastoral Recovery Committee for the archdiocese
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OBJECTIVES for 2020-2021

Programming



1. coordinate/participate in the fifth annual Cardinals’ Forum (8/25/2020)
2. coordinate/host the fifth annual Cardinal Foley Symposium (10/1/2020)
3. coordinate/host the eighth annual Cardinal Foley Lecture (1/25/2021)
4. coordinate/host the sixth annual Cardinal Foley Symposium (5/27/2021)

Teaching

5. teach the following courses:
 - COM 211 – Social Communications (Spring 2021)
 - PTH 601 – Theology of Homiletics (Fall 2020)
 - PTH 602 – Contemporary Homiletics (Spring 2021)
 - PTH 988 – CyberTheology (Fall 2020), *if offered as an elective*
6. complete other tasks (e.g., class lectures, thesis direction, formation conferences), as invited

Scholarship

7. offer presentations for various (arch)diocesan groups in the realms of continuing education and spiritual enrichment
8. engage in professional development through presentations at academic conferences and/or through publications in scholarly or pastoral journals
9. contribute commentaries (columns and podcasts) to *CatholicPhilly.com*

10. collaborate with the McGrath Institute for Church Life at the University of Notre Dame in furtherance of their Church Communications Ecology project
11. in collaboration with St. Joseph's University, coordinate and host the "Pray to Love" art exhibit (October 5-23, 2020) and scholarly discussion celebrating the Visitation of Holy Mary, on the occasion of their Jubilee Year for the centenary of the canonization of St. Margaret Mary Alacoque, VHM
12. research and write a chapter, as invited by the editors, for a forthcoming *Compendium of Salesian Spirituality*; if possible, present this work at the bi-annual Salesian Scholars Seminar (October 21-25, 2020) in Stella Niagara, NY

Administration

13. direct three meetings of the Advisory Committee for the Cardinal Foley Chair and continue service on the Board of Trustees' Academic Affairs Committee
14. manage communications (website + social media) related to the Cardinal Foley Chair
15. manage the budget for the Cardinal Foley Chair and assist with fund-raising for the Chair's endowments
16. administer the Concursus award in Communications for the College Seminary and the awards for Homiletics in the Theology Seminary
17. collaborate with the Vice Rector and the Director of Pastoral & Apostolic Formation to create a series of placements focusing on social communications
18. begin to develop conceptual plans for an online continuing education institute for archdiocesan clergy and seminary alumni
19. complete other tasks as assigned by the Rector and/or the Archbishop

Connect with the Foley Chair online at www.scs.edu/john-cardinal-foley-chair and via social media:



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commentaries
and podcasts