2-27-2019

It takes courage to sell books door-to-door. These students welcome the challenge.

Paola Mora
Southern Adventist University, paolam@southern.edu

Follow this and additional works at: https://knowledge.e.southern.edu/interactivejour_blog

Part of the Christian Denominations and Sects Commons, and the Journalism Studies Commons

Recommended Citation
Mora, Paola, "It takes courage to sell books door-to-door. These students welcome the challenge." (2019). Blog. 27.
https://knowledge.e.southern.edu/interactivejour_blog/27

This Web Publication is brought to you for free and open access by the Interactive Journalism: Investigating Diversity Project at KnowledgeExchange@Southern. It has been accepted for inclusion in Blog by an authorized administrator of KnowledgeExchange@Southern. For more information, please contact jspears@southern.edu.
It takes courage to sell books door-to-door. These students welcome the challenge.

By Paola Mora Zepeda

As I grabbed my camera and jumped into the car, I did not know what to expect. Growing up in the Seventh-day Adventist church, I had heard of ‘canvassing,’ a practice by which students go do-to-door selling books. However, I had never actually taken the time to learn much about it.

Now, I was ready to record the “canvassers” and their activities, not knowing how the day would unfold. But right away, I was pleasantly surprised.
First, I noticed that participants in the Literature Evangelism Adventist Discipleship (LEAD) program were students, just like me, who actually had to muster the courage to talk to strangers. They spent hours trying to get individuals to purchase books but didn’t get discouraged.

Canvassing, I learned that day, requires a lot of walking, smiling and getting the door shut in your face.

Why would anyone put themselves through that? There are so many other job opportunities out there, why pick one that requires you to carry heavy books, meet all kinds of people and work for long shifts?

By working on this video project for my Interactive Journalism class, I learned the answers to many of those questions.

For a church to grow, it cannot confine itself to four walls. It needs to get out and reach the unreachable.

Canvassing, I realized, is not for the faint at heart, but it’s well worth the time and effort.

Watch the VIDEO on YouTube here

INTERACTIVE DESIGN