

<http://www.sunstar.com.ph/static/man/2008/06/04/feat/.rizal.is.alive.dvd.launched.htm>

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'Rizal is Alive' DVD launched

By Jill D. Beltran

IT IS time for Filipinos to set aside Western superheroes like Superman, Spiderman and Batman as Philippine's national hero Jose Rizal is about to conquer local screens with "Rizal is Alive" digital video disc (DVD).

The Organizational Change Consultants International Inc. (Occi) in collaboration with Knights of Rizal (KOR), Department of Education (DepEd) and Knowledge Channel launched Tuesday "Rizal is Alive" DVD, the first-ever interactive tool designed to calibrate the minds of the youth about the principles and standards of Rizal that they could rebirth in their own distinctive way.

[Arroyo Watch: Sun.Star blog on President Arroyo](#)

The 30 minute-DVD is simply a catalyst that highlights Rizal's positive qualities and values that could help the 140th generation of our national hero in bringing out and discovering the Rizal inside them.

Occi president Marisol Lopez said as they are recognized as a group that specializes in attitudinal and behavioral modification program, they collaborated with Knights of Rizal which is a socio-civic patriotic organization in order to draw out the potential in our youth whom they believe as Rizal of tomorrow.

The groups used what they called an **appreciative inquiry** (AI) method in making "Rizal is Alive". The AI is an approach that "focuses on positive change, on the choice of creating a positive future, on being agents of positive change and in reinforcing the Filipino value of honesty, integrity, love of the country, excellence, and hard work".

With a vision of "a world that works with no one left out", Occi guarantees all their programs could help transform Filipinos in an interactive way by conducting workshops and "multi-intelligent" activities like what they did in "Rizal is Alive", which Lopez called as "in action".

Some clips on the DVD were captured in the actual forum and workshops of Occi and KOR that show "activities full of interactions, music, images and conversations," as per Lopez.

All the organizers of the group believed that "Rizal is Alive" could deepen youth awareness of Rizal's values and ideals and will eventually develop youth's will to help the country in moving forward, just like what Rizal desires when he is still alive.

"The DVD was eight months in the making but for the fora, we've been doing it for the last two years," Lopez disclosed, adding that the endeavor would have become pleasure as they help Filipinos in "believing in their potential and being able to be a positive medium of change in the country."

Makers of the DVD said "Rizal is Alive" is an all-time instructional material that could be used in all educational year level here and abroad. They designed it in a way that all people could easily comprehend and correlate themselves.

The DVD's initial screening was attended by various media practitioners at the Manila Hotel last Tuesday. There will be a formal launching of the DVD on June 17 at the Rizal Shrine in Fort Santiago, which will be highlighted by the signing of memorandum of agreement between the

KOR, Occi and DepEd.

“Rizal is Alive” will also be shown in national television courtesy of Knowledge Channel on June 19 at 9 a.m. with replays at 2 p.m. same day.

The DVD will be available in the market in an introductory price of P300. **(JRDB/Sunnex)**

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