



SRI WARISAN SOM SAID PERFORMING ARTS LTD

Berita Warisan



Hello everybody,

When faced with a crisis, when survival is at stake, it is a test where only the fittest will survive and the weak will become stronger. It is during this harsh times that bring out the best of Sri Warisan's team showing the brimming gold from within. Life continues. See and read about what we have done and what we have installed for you next.

Adel Ahmad



EDITOR'S NOTE!

HOTLINE 62256070! "Hello, postponed? Ok! yes thank you, we will change the date, no problem. Yes class as usual. Show, postponed" Yes, Sri Warisan's hotline rang non stop. The SARS outbreak affected even the arts. Where arts education programmes and outreach programmes were postponed to later dates.

This issue updates you on our activities during this period, but life went on and let's hope for a better tomorrow!

Marina Yusoff

GEMALAI TARI @ ESPLANADE WATERFRONT - 7 MAR 03



An evening of graceful Malay dance and music performances at the Waterfront, Esplanade organized by Esplanade, Theatres on the bay. *Gemalai Tari* features the combination of *My Heritage* with *Paluan Gendang*, *Tikar Mengkuang*, *Zapin Warisan* and *Kampung Nelayan* a programme that took

the audience back to the lifestyle of *Kampung* people with *Anak Ikan*, *Dayung Sampan*, *Senda Tari* and *Joget Suka Ria*. This was our sixth performance at Esplanade, Theatres on the bay.



HERITAGE FESTIVAL



Heritage Festival @Singapore River on 22 April 2003

In conjunction with the Heritage Festival 2003, Sri Warisan was invited to perform at The Singapore River and Far East Pavillion. Colourful music and dance items such as *Zapin Warisan*, *Gotong Royong* and *Gurindam 12* (poems) by *Raja Ali Haji* were presented.



Heritage Festival@Far East Pavillion on 15 April 2003

ANUGERAH DARI JCCI - 11 MAR 03

Alhamdulillah, baru-baru ini, Sri Warisan bersyukur kerana berjaya mendapatkan bantuan dari JCCI, Japanese Chamber of Commerce & Industries. Hasil bantuan derma yang diberikan, dapatlah Sri Warisan agihkan kepada produksi-produksi Sri Warisan yang bakal dipentaskan seperti, *Melodious Angklung* pada 18 May, *Roots II* pada bulan July dan International Folk dance Festival pada bulan March tahun hadapan. Mudah-mudahan rezeki Sri Warisan lebih murah dimasa mendatang, Inshaallah.



Sri Warisan performers with JCCI committee and Mr Yaacob Ibrahim



'BERITA WARISAN' EDITORIAL TEAM

Advisor	- Som Said	Managing Director	- Adel Ahmad
Publisher	- Sri Warisan	Deputy Editor	- Marina Yusoff
Writers and Creative Ideas	- Som Said/Marina	Graphic Designer	- Marina Yusoff
Layout	- Marina Yusoff	Creativity Column	- Sri Warisan's family
Administrator	- Marina Yusoff	Photograph	- Ahmad Sawal

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Inside Story Headline

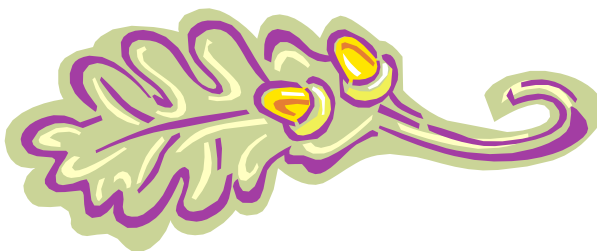
This story can fit 150-200 words.

One benefit of using your newsletter as a promotional tool is that you can reuse content from other marketing materials, such as press releases, market studies, and reports.

While your main goal of distributing a newsletter might be to sell your product or service, the key to a successful newsletter is making it useful to your readers.

A great way to add useful content to your newsletter is to develop and write your own articles, or include a calendar of upcoming events or a special offer that promotes a new product.

You can also research articles or find “filler” articles by accessing the World



Caption describing picture or graphic.

finished writing your newsletter, convert it to a Web site and post it.

Wide Web. You can write about a variety of topics but try to keep your articles short.

Much of the content you put in your newsletter can also be used for your Web site. Microsoft Publisher offers a simple way to convert your newsletter to a Web publication. So, when you're

Inside Story Headline

This story can fit 100-150 words.

The subject matter that appears in newsletters is virtually endless. You can include stories that focus on current technologies or innovations in your field.

You may also want to note business or economic trends, or make predictions for your customers or clients.

If the newsletter is distributed internally, you might comment upon new proce-

dures or improvements to the business. Sales figures or earnings will show how your business is growing.

Some newsletters include a column that is updated every issue, for instance, an advice column, a book review, a letter from the president, or an editorial. You can also profile new employees or top custom-

ers or vendors.

“To catch the reader's attention, place an interesting sentence or quote from the story here.”

Inside Story Headline

This story can fit 75-125 words.

Selecting pictures or graphics is an important part of adding content to your newsletter.

Think about your article and ask yourself if the picture supports or enhances the message you're trying to convey. Avoid selecting images that appear to be out of context.

Microsoft Publisher includes thousands

of clip art images from which you can choose and import into your newsletter. There are also several tools you can use to draw shapes and symbols.

Once you have chosen an image, place it close to the article. Be sure to place the caption of the image near the image.



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Your business tag line here.

We're on the Web!

example.microsoft.com

This would be a good place to insert a short paragraph about your organization. It might include the purpose of the organization, its mission, founding date, and a brief history. You could also include a brief list of the types of products, services, or programs your organization offers, the geographic area covered (for example, western U.S. or European markets), and a profile of the types of customers or members served.

It would also be useful to include a contact name for readers who want more information about the organization.

Back Page Story Headline

This story can fit 175-225 words.

If your newsletter is folded and mailed, this story will appear on the back. So, it's a good idea to make it easy to read at a glance.

A question and answer session is a good way to quickly capture the attention of readers. You can either compile questions that you've received since the last edition or you can summarize some generic questions that are frequently asked about your organization.

A listing of names and titles of managers in your organization is a good way to give your newsletter a personal touch. If your organization is small, you may want to list the names of all employees.

If you have any prices of standard products or services, you can include a listing of those here. You may want to refer your readers to any other forms of communication that you've created for your or-

ganization.

You can also use this space to remind readers to mark their calendars for a regular event, such as a breakfast meeting for vendors every third Tuesday of the month, or a biannual charity auction.

If space is available, this is a good place

to insert a clip art image or some other graphic.



Caption describing picture or graphic.