

## INDEX

Jan.-June 1994

### ADVERTISING

- "Commercial Brake" eliminates commercials, 3/7
- Instead of full-page NYT ad, org'n will donate equivalent \$\$ to charity, 5/2
- PRSA ad in WSJ, 6/13

### ADVOCACY/ACTIVISTS

- Political correctness oversimplified--ink/paper issue, 1/24
- Cancer patient advocacy groups pioneer way to get latest info to patients, 1/31
- CDC's HIV/AIDS prevention "mktg" campaign, 2/7
- Grassroots organizing & coalition building, 4/4
- Perceptions of env'r'l progress differ between env'r'l execs, activists & journalists, 4/4
- Grassroots activism in response to funding cuts, 4/25

### ANNUAL REPORTS

- Should define company's character, 1/17
- Creative annual reports, 4/18
- Trend--print on paper recycled from own trash, 4/18
- #1 job is to position the company in its markets, 5/23

### BEHAVIORAL SCIENCES

- Making pr writing part of the behavioral model, 1/31
- 4's of behavioral framework organize comn content, 1/31
- 5-step model to help people expand thought process, 2/21
- Behavioral science research to gain comty support, 3/21
- 1-way communication doesn't change behavior, 3/21
- Left/right brain speech techniques, 6/13

### BOOKS/PUBLICATIONS

- Guidelines on Ethnic & Racial Identification, 1/3, 1/31
- Politics for People, 1/3

- The Corporate Examiner, 1/3
- Naming For Power, 1/10
- Public Relations Writing, 1/31
- Caduceus 94: The Health & Medical Media Directory, 1/31
- Leaders, 2/14
- Thunderbolt Thinking, 2/21
- Human Resource Executive, 2/21
- Top Dog, 3/14
- Ethnic Diversity and Its Impact on Marketing Strategy, 3/14
- Building Community Support For Schools, 3/21
- Management and Leadership Resources for NPOs, 3/21
- Guide to New Consumer Magazines, 4/4
- Religion and the News, 4/18
- How To Write Letters To Get Action, 4/18
- Spouse Welcome Guide, 4/25
- Quality Customer Satisfaction Public Relations, 5/2
- Masks of Deception, 5/9
- Journal of PR Research, 5/9
- PRSA's Tactics, 5/23
- Tales of the City, 5/23
- Corporate AR Newsletter, 5/23
- How To Handle Speechwriting Assignments, 5/30
- Technology in the American Household, 6/6
- International Public Relations Case Studies, 6/27

### BUSINESS

- Agile CEO as pr resource, 1/17
- World Future Society's predictions for business in '94, 1/31
- Corp partnering helps get latest info to cancer patients, 1/31
- Company expansion links to comty commitment, 2/14
- Wellness is fast-growing fringe benefit, 2/21
- Survey reveals hottest issues, speakers & companies, 3/7
- CEOs as chief communications officers, 3/14

- Business news even being sensationalized by media, 3/28
- Health & safety are primary concerns, cost is secondary, with most corporations, 4/4
- Partnerships key to daycare & eldercare programs, 4/11
- Business leaders more interested in Michael Jordan than State of the Union address, 4/11
- "Common good capitalism" based on pr principles, 4/18
- Print ARs on paper recycled from own corp trash, 4/18
- Relationship building between business & students, 4/25
- Only 25% of responding Fortune 500 companies have effective strategic planning, 5/9
- General Motors changes communications strategy, 5/16
- #1 job of ARs is to position the company in its markets, 5/23
- Creative & unusual business-arts alliances, 6/6
- Attorneys climb corporate ladder faster, 6/6
- CBS chair won't allow annual meeting to be televised, 6/20
- Why people have basic distrust of business, 6/27

### CASE STUDIES

- Target's community relations program, 2/14
- PSE&G's crisis response, 2/21
- Handling a crisis by involving local government, 3/7
- Cleanupoly -- using games in public meetings, 3/14
- Answering tough employee questions by E-mail, 3/28
- Personalized & localized pr can even pass tax initiatives, 4/4
- Ohio Library Council's grassroots activism, 4/25
- GM's new comns strategy, 5/16
- Hospital unites staff & mgmt in satisfying customers, 5/23
- Boeing's customer relations/involvement program, 6/6

"The new pr" helps school dist beat anti-tax measure, 6/27  
Collection of 40 case studies from 15 countries, 6/27

## COMMUNICATIONS

Transparent communication + participation + policy, 1/3  
121 name changes in comn industry in '93, 1/10  
Process model for new internal comns strategy, 1/17  
Virtual media replacing face-to-face? 1/24  
4 ?s of behavioral framework organize comn content, 1/31  
Point-of-behavior comn, 1/31  
5-step model to help improve creativity, 2/21  
Group wants to update 1934 Communications Act, 3/7  
Games as the ultimate involvement technique, 3/14  
CEOs as chief comns ofcrs, 3/14  
Book discusses the importance of face-to-face comn, 3/21  
1-way comn doesn't change behavior, 3/21  
1-way messages do build awareness, 3/21  
Answering tough employee questions by E-mail, 3/28  
E-mail as a bonding device, 4/11  
Comn is easy at Tom's of Maine -- people are interested, 4/18  
Ohio Library Council's grassroots activism, 4/25  
Using organizational comn for competitive advantage, 5/2  
Employees still report poor comns practices at work, 5/9  
GM's new comns strategy, 5/16  
Using 1-on-1 to increase awareness, 5/23  
Are lawyers expert communicators? Some opinions, 5/30  
Steps for effective ghost speechwriting, 5/30  
Knowledge & communication -- keys to regrouping after downsizing, 6/13  
Mirror right/left brain functions bodily when giving speeches or 1-on-1, 6/13  
Communicating with a video generation, 6/13

Interactive strategy key to reengineering in USDA, 6/20  
Bumper stickers offer tip for relationship-builders & team leaders, 6/27

## COMMUNITY RELATIONS

Target's program, 2/14  
Ideas for local gov'ts dealing with crises, 3/7  
Use games in public mtgs, 3/14  
Behavioral science research to gain comty support, 3/21  
A "then & now" look at Three Mile Island, 3/28  
Grassroots marketing to raise comty awareness, 4/11  
Employee morale kept high by comty volunteerism, 4/18  
Ohio Library Council's grassroots activism, 4/25  
Students prepare Amoco's Fla. Hurricane guide, 4/25  
Can positive comty image increase employees' morale, loyalty, productivity? 5/2  
Business-arts alliance creates comty goodwill, 6/6  
"The new pr" helps school dist beat anti-tax measure, 6/27

## COMPUTERS

How we will access info super-highway, 3/7  
Answering employee questions by E-mail, 3/28  
E-mail as a bonding device, 4/11  
Twice as many people like rather than dislike computers, 6/6  
Creativity software for pr, 6/27

## CONSUMER AFFAIRS/ CUSTOMER RELATIONS

Customer-oriented media directory, 1/31  
Suggestions for becoming customer-friendly, 3/21  
Grassroots marketing based on customer relationships, 4/11  
Negative events handled openly & honestly at Tom's of Maine, 4/18  
Hospital unites staff & mgmt in satisfying customers, 5/23  
American consumers' 7 definitions of quality, 5/30  
Boeing's program, 6/6

## CRISIS MANAGEMENT/ COMMUNICATION

PSE&G's crisis response, 2/21  
Using local government, 3/7  
A "then & now" look at Three Mile Island, 3/28  
Stakeholders, not media, are high priority in a crisis, 6/27

## DIRECT MAIL

Book offers tips on writing action-getting letters, 4/18  
Using advance warning for telemarketing, 5/23

## ECONOMICS

World Future Society's predictions for 1994 economy, 1/31  
Using scenarios to foresee the future, 3/14  
"Common good capitalism" based on pr principles, 4/18  
People dissatisfied & feel world is out of control, in spite of economic recovery, 5/16

## EDUCATION

Confusion over job titles in higher education, 1/10  
Making pr writing part of the behavioral model, 1/31  
People best learn from lectures, textbooks, homework, profs -- not hi-tech projects, 2/14  
Academic research: worth wading through? 2/28  
Building community support for schools, 3/21  
Students prepare Amoco's Fla. Hurricane guide, 4/25  
PR educator challenges practitioners to get more involved in education, 5/23  
School campaign beats anti-tax law, 6/27

## EMPLOYEE RELATIONS

Empowerment & accountability in workplace, 1/3  
New internal comns strategy, 1/17  
Job monitoring bill, 2/7  
GE's Work-Out program, 2/14  
Brand mgrs blocking "outside the box" teaming? 2/14  
Wellness is fast-growing fringe benefit, 2/21

What's best: workers loyal to company or unit? 2/28  
 Games as the ultimate involvement technique, 3/14  
 Answering employee questions by E-mail, 3/28  
 Partnerships key to daycare & eldercare programs, 4/11  
 E-mail as a bonding device, 4/11  
 Employee morale kept high by comty volunteerism, 4/18  
 "Spouse Welcome Guide" recognizes value of spouses, 4/25  
 Can positive comty image increase morale, loyalty? 5/2  
 PR firm's staff develops own standards of excellence, 5/2  
 Employees still report poor comns practices at work, 5/9  
 Uniting staff & management in satisfying customers, 5/23  
 Creative business-arts alliance improves productivity & employee loyalty, 6/6  
 Knowledge & communication -- keys to regrouping after downsizing, 6/13  
 Substantial pension plans attract productive employees, 6/13  
 Interactive strategy key to reengineering at USDA, 6/20

**ENVIRONMENT**

Bottom line: is ink/paper issue related to your issues? 1/24  
 Perceptions of env'r'l progress differ between env'r'l execs, activists & journalists, 4/4  
 Env'r'l mgrs face dual role, 4/4  
 Trend of ARs--print on paper recycled from own trash, 4/18  
 Where conservatives of the Southeast stand, 6/13

**ETHICS**

Job monitoring is a necessity in telemarketing, but what about privacy? 2/7  
 Negative events handled openly & honestly at Tom's of Maine, 4/18  
 The ethics of lobbying, 5/9

**FINANCIAL/  
 INVESTOR RELATIONS**

Empowerment thru financial decisions, 1/3

Annual reports should define company's character, 1/17  
 Managing diversity impacts a company financially, 1/24  
 Annual report lets shareholders personally test value-added feature of products, 4/18

**FORECASTING**

Future scenarios are participative in a different way, 3/14

**GOVERNMENT**

Book addresses political empowerment, 1/3  
 Job monitoring bill, 2/7  
 Group wants to update 1934 Communications Act, 3/7  
 Wants cryptography standardized, 3/7  
 Handling a crisis using local government, 3/7  
 The ethics of lobbying, 5/9  
 Rightsizing & reengineering pr at USDA, 6/20  
 Counselors tried to work with USDA but with little success, 6/27

**HEALTHCARE**

World Future Society's predictions for 1994, 1/31  
 Alternative healthcare affecting food & agriculture, 2/14  
 Healthcare org'ns sending wrong message at wrong time? 4/4  
 Role pr should be playing in healthcare debate, 5/2  
 Hope for Kids goes door to door to reach mothers regarding child immunization, 5/23  
 Where conservatives of the Southeast stand, 6/13

**HOSPITALS**

Using E-mail to answer tough employee questions, 3/28  
 E-mail as a bonding device for employees, 4/11  
 Uniting staff & management in satisfying customers, 5/23

**INTERNATIONAL  
 PUBLIC RELATIONS**

European survey finds press releases not considered valuable source of info, 1/10

IPRA elects 1994 pres, 3/21  
 ISO 9000 quality standards will be minimums, 5/2  
 UK study to establish research priorities in pr, 5/2  
 Int'l marketing research requires extra sensitivity, 5/30  
 Mexico offers opportunity for pr & marketing, 6/20  
 Collection of 40 case studies from 15 countries, 6/27

**ISSUE MANAGEMENT**

Risk management illustrated by radiation tests, 1/31  
 Scientific issues anticipation system, 2/14  
 Study finds religion is a factor in issue anticipation, 4/18

**JOURNALISM**

Senior execs vs. Journalists: study, 3/7  
 Journalists speak out about the media in general, 3/21  
 Journalist causes Inman to withdraw from Sec'y of Defense nomination, 3/21  
 Even business news being sensationalized by media, 3/28  
 Bernstein's views, 6/20

**LANGUAGE**

Industry restructuring creates need for new names, 1/10  
 Hispanic or Latino? Which is the preferred term? 1/31  
 An explanation for using academic language, 2/28  
 Language of multiculturalism in conference flyer, 4/11  
 New book offers tips on writing action-getting letters, 4/18  
 Tips for effective ghost speechwriting, 5/30

**LAW**

Group wants to update 1934 Communications Act, 3/7  
 California's Proposition 172, 4/4  
 Church of Scientology/H&K case may set precedent, 4/4  
 Lawyer selected to represent Pres. Clinton officially announced as pr strategist, 5/16  
 Does their training make lawyers expert communicators? 5/30

PR focus moving into law, 6/6  
 Attorneys are trained in power of persuasion, but..., 6/6  
 "Public's right to know" is not a Constitutional right, 6/27

**MANAGEMENT**

New univ president describes his mgmt style, 1/10  
 Managing diversity impacts a company financially, 1/24  
 Resources for affecting culture change, 1/24  
 GE's Work-Out program, 2/14  
 Brand mgrs blocking "out-side the box" teaming? 2/14  
 What's best: workers loyal to company or unit? 2/28  
 Games as the ultimate involvement technique, 3/14  
 CEOs as chief comms ofcers, 3/14  
 Tackling diversity, key to gaining mgmt respect, 3/28  
 Mission statement co-authored by mgmt, employees, 4/18  
 How top pr pros see their function within their org'n, 5/2  
 Strategic planning, 5/9  
 Supervisors as communicators, 5/30  
 Information on meetings -- time, \$, productivity wasted, 6/6  
 Knowledge & communication -- keys to regrouping after downsizing, 6/13  
 Bumper stickers offer tip for relationship-builders & team leaders, 6/27

**MARKETING**

Market research needs to consider chaos theory, 1/24  
 HIV/AIDS prevention "mktg" campaign, 2/7  
 Grassroots mktg examples, 4/11  
 No Silver Anvils awarded in 4 categories of mktg, 4/18  
 "Out of the Box" thinking contest for integrated mktg, 4/25  
 Child immunization prgms use targeted database mktg, 5/23  
 Using advance warning in telemarketing, 5/23  
 Int'l mktg research requires extra sensitivity, 5/30  
 Post-it easel pads included in 3M media kit, 6/6

Mexico offers opportunity for pr & mktg, 6/20

**MEDIA: GENERAL**

European survey finds press releases not considered a valuable source of info, 1/10  
 Media of future will go directly to target publics, 1/17  
 Customer-oriented media directory prevents wasted time & money, 1/31  
 Nat'l media strategies, part of CDC's HIV/AIDS prevention mktg campaign, 2/7  
 Constant media contact essential in PSE&G's handling of crisis, 2/21  
 Mass media backfires, alerts competitors, 2/21  
 Sr execs rate media objectivity, 3/7  
 Global mass media, key factor that will affect the future of organizations, 3/14  
 Media pros question validity of current "news," 3/21  
 Short & personal is how to reach the media, 3/21  
 Even business news being sensationalized by media, 3/28  
 Personalized media approach helped pass Calif. Proposition 172, 4/4  
 Record number of magazines launched in 1993, 4/4  
 NY Times editorials take on new format, 4/11  
 PRSA cmte chairs asks "Is pr 'media soft'?" 5/16  
 Media checklist for assessing sensitivity to diversity, 5/16  
 One practitioner's opinion on the role of media in pr, 5/23  
 Carl Bernstein's views of today's media, 6/20  
 CBS chair won't allow annual meeting to be televised, 6/20  
 Using personal media to respond to school district needs, 6/27

**MULTICULTURALISM/DIVERSITY**

Managing diversity impacts a company financially, 1/24  
 Resources for affecting culture change, 1/24

Intercultural Press -- books & videos on diversity, 1/24  
 Multicultural Professionals & Firms Directory, 1/24  
 Hispanic or Latino? Which is the preferred term? 1/31  
 Diversity impacts bottom line: tips for managing it, 2/7  
 Ideas for promoting diversity, 2/28  
 Tackling diversity is key to gaining mgmt respect, 3/28  
 Language of multiculturalism in conference flyer, 4/11  
 Study finds religion is a factor in diversity, 4/18  
 Media checklist for assessing sensitivity to diversity, 5/16

**NONPROFITS**

"Managed distribution" partnership program uses partners as volunteers, 2/28  
 Nonprofit leadership & management book, 3/21  
 Using advance warning for telemarketing, 5/23

**ORGANIZATION DEVELOPMENT**

Company is training its people to be change agents, 1/17  
 Diversity impacts bottom line: tips for managing it, 2/7  
 GE's Work-Out program, 2/14  
 Brand mgrs blocking "outside the box" teaming? 2/14  
 What's best: workers loyal to company or unit? 2/28  
 Games as training devices -- drops all pretenses, 3/14  
 PR firm's staff develops own tailored standard of excellence, 5/2  
 Convert "survivor clubs" to working teams, 6/13

**PERSUASION**

Point-of-behavior comn, 1/31  
 HIV/AIDS prevention mktg campaign uses PSAs, 2/7  
 Thunderbolt thinking, 2/21  
 Building personal relationships is primary way to invoke a strategy, 3/21  
 Attorneys are trained in power of persuasion, but..., 6/6

Mirror right/left brain functions  
bodily during speeches, 6/13  
"The new pr" helps school dist  
beat anti-tax measure, 6/27

#### PHILANTHROPY

"Building a Wonderful Life,"  
2/14  
CARE's no-show, no-go ban-  
quet, 2/21  
MORR-SIGHT partnership, 2/28  
Employee morale kept high by  
comty volunteerism, 4/18  
Instead of full-page NYT ad,  
will donate equivalent \$\$ to  
charity, 5/2  
Business-arts alliances, 6/6

#### PRODUCTIVITY

Customer-oriented media direc-  
tory prevents wasted time,  
1/31  
5-step model to expand thought  
process, improve creativity,  
2/21  
Can positive community image  
increase productivity? 5/2  
Creative business-arts alliance  
improves productivity, 6/6  
Information on meetings--time,  
\$, productivity wasted, 6/6  
Research finds substantial pen-  
sion plans attract more  
productive employees, 6/13

#### PRSA

Multicultural Professionals &  
Firms Directory, 1/24  
Has section in PRSIG, 2/28  
Some Silver Anvils go un-  
awarded, 4/18  
Research cmte to issue requests  
for proposals, 5/2  
Cmte chair asks "Is pr 'media  
soft'?" 5/16  
New newsletter aimed at begin-  
ners, 5/23  
Takes itself on as a client, 6/13

#### PUBLIC AFFAIRS

Ctr for PA Mgmt--clearinghouse  
for best practices data, 1/17  
The ethics of lobbying, 5/9  
"Public's right to know" is not a  
Constitutional right, 6/27  
Smokers' rights approach by to-  
bacco industry flawed, 6/27

#### PUBLIC OPINION

Study shows people aren't  
apathetic, 1/3  
How social rewards/punishments  
influence research, 2/7  
Survey reveals hottest issues,  
speakers & companies, 3/7  
A "then & now" look at Three  
Mile Island, 3/24  
Public doesn't always believe  
corp intentions re: health &  
safety, 4/4  
People dissatisfied & feel world  
is out of control, in spite of  
economic recovery, 5/16  
American consumers' 7 defini-  
tions of quality, 5/30  
Attorneys understand public  
opinion, 6/6  
Twice as many people like rather  
than dislike computers and  
technology, 6/6  
People support schools, not dis-  
tricts, 6/27

#### PUBLIC RELATIONS: PROFESSION

Int'l Ass'n of Public Participa-  
tion Practitioners, 1/3  
PR's role in the political correct-  
ness forum, 1/3  
Why names & name changing  
are vital to pr, 1/10  
Agile CEOs still great pr  
resource, 1/17  
Making pr writing part of the  
behavioral model, 1/31  
The business letter, a highly  
credible tactic of pr, 1/31  
GE's Work-Out program, 2/14  
Walling off pr depts is growing  
trend in corporate pr, 2/14  
Electronic forum for pr discus-  
sion, 2/14  
Now is the time to have a say in  
the info superhighway &  
how it will affect pr, 3/7  
Games as the ultimate involve-  
ment technique, 3/14  
The role for pr in era of "news  
junkies," 3/21  
Personalized & localized pr can  
even pass tax initiatives, 4/4  
Church of Scientology/H&K  
case may set precedent for pr  
firm/client relationships, 4/4  
20 challenges for pr pros, 4/4

New approach of bottom-up  
marketing is pr driven, 4/11  
"Common good capitalism"  
based on pr principles, 4/18  
How top pr pros see their func-  
tion within their org'n, 5/2  
Role pr should be playing in  
healthcare debate, 5/2  
Does ISO 9000 work for pr? 5/2  
PR firm's staff develops own  
standard of excellence, 5/2  
UK study to establish research  
priorities in pr, 5/2  
PR is subverted when relation-  
ships are bought, 5/9  
PRSA cmte chairs asks "Is pr  
'media soft'?" 5/16  
Educator challenges practi-  
tioners to get more involved  
in education, 5/23  
Rightsizing & reengineering pr  
at USDA, 6/20  
Mexico offers opportunity for pr  
& marketing, 6/20  
"The new pr" helps school dist  
beat anti-tax measure, 6/27  
Creativity software for pr, 6/27

#### RELIGION

Religion is a factor in diversity,  
issue anticipation, values,  
politics, attitudes, 4/18

#### RESEARCH

People aren't apathetic, 1/3  
552 name changes in '93 due to  
strategic corp decisions, 1/10  
Important step in new internal  
comms process, 1/17  
Research on the ASA cycle, 1/24  
Chaos theory shows qualitative  
research data superior, 1/24  
A critical part of HIV/AIDS pre-  
vention mktg campaign, 2/7  
How social rewards/punishments  
influence research, 2/7  
Employee loyalty study, 2/28  
Academic research: worth  
wading through? 2/28  
Survey reveals hottest issues,  
speakers & companies, 3/7  
Using behavioral science  
research to help gain comty  
support, 3/21  
Quick step focus groups offer  
suggestions for becoming  
customer-friendly, 3/21

PRSA/Boston conference on research for effective pr, 4/4  
 Partnerships key to daycare/eldercare prgms, 4/11  
 Research seminars offered, 4/11  
 Religion a factor in diversity, issue anticipation, values, politics, attitudes, 4/18  
 UK study to establish research priorities in pr, 5/2  
 Top needs in pr research, 5/9  
 Research was 1st step in GM's com changes, 5/16  
 Survey: "Economic Recovery Has Little Impact On American Mood," 5/16  
 Action research unites staff & mgmt in satisfying customers, 5/23  
 Int'l mktg research requires extra sensitivity, 5/30  
 Survey looks at where the Southeast stands on issues, 6/13

**SOCIAL ISSUES**

Political correctness, 1/3  
 Political correctness becoming oversimplified? 1/24

CDC's HIV/AIDS prevention "marketing" campaign, 2/7  
 Public doesn't always believe good intentions of corps, 4/4  
 Smokers' rights approach by tobacco industry flawed, 6/27

**SOCIAL RESPONSIBILITY**

Cause-related prgm needs linkages to have impact, 2/14  
 MORR-SIGHT partnership distributes eyeglasses to those who can't afford them, 2/28  
 Common good capitalism, 4/18

**TECHNOLOGY**

Physicians Fax Network, 1/17  
 Virtual media replacing face-to-face? 1/24  
 Technology in HIV/AIDS prevention mktg campaign, 2/7  
 Electronic forum for pr discussion, 2/14  
 PRSIG still expanding, 2/28  
 Now is the time to have a say in the info superhighway, 3/7  
 Info technology--key factor affecting future of org'ns, 3/14

Answering employee questions by E-mail, 3/28  
 E-mail for employees, 4/11  
 Insight into the role of technology in org'l comms, 5/2  
 Twice as many people like rather than dislike technology, 6/6  
 Creativity software for pr, 6/27

**TRENDS**

World Future Society's predictions for 1994, 1/31  
 Social marketing getting a lot of attention, 2/7  
 Alternative healthcare affecting food & agriculture, 2/14  
 Wellness is fast-growing fringe benefit, 2/21

**UTILITIES**

Severe winter threatens power pool, pr proves its importance, 2/21  
 A "then & now" look at Three Mile Island, 3/24

**pr reporter's Reader Service Department**

...is available to answer your questions about articles, send reprints & binders, and provide information & references. Just call Laurie at 603/778-0514 to place your order. Note: please send pre-payment on orders of \$10 or more.

**Reprints**

Need an extra copy for your boss or client? Reprints of all articles in this index are available for a small charge.

**Binders**

...are available for only \$10.50. That's just cost plus postage. Keep a year's issues including our 3 supplements together as a handy reference.

**Supplement Reprint Rates**

1-10 issues  
 over 10

\$2.00 each  
 \$1.00 each