



New Prices Effective May 1, 2010

Martin Cleaning Service

Carpet & Upholstery Cleaning Residential & Commercial Services
Minimum Service CHG. \$45.00

A small distance/travel charge may be applied

CARPET CLEANING

2 Cleaning Areas or more \$30.00 Each Area

Pre-Spray Traffic Areas (Includes: 1 small Hallway)

1 Cleaning Area (only)

\$40.00

Includes Pre-Spray Traffic Area (Hallway Extra)

Stairs (12-16 stairs - With Other Services): \$25.00

Area/Oriental Rugs:

\$25.00 Minimum

Area/Oriental Rugs (Wool): \$40.00 Minimum

Heavily Soiled Area:

Additional \$10.00 each area (Requiring Extensive Pre-Spraying)

UPHOLSTERY CLEANING

Sofa: \$69.00

Loveseat: \$49.00

Sectional: \$109 - \$139

Chair or Recliner: \$25 - \$49

Throw Pillows (With

Other Services): \$5.00

ADDITIONAL SERVICES

- Area & Oriental Rug Cleaning
- Auto/Boat/RV Cleaning
- Deodorizing & Pet Odor Treatment
- Spot & Stain Removal Service
- Scotchguard Protection
- Minor Water Damage Services

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Call for Appointment (503) 281-3949

OPINION

WHEN CORPORATE FOXES MIND INTERNET COOPS



Parents Supporting Equitable Common Core

Dispelling the myths and distortions

BY MARC H. MORIAL

The National Urban League has just released a new survey that shows overwhelming support from one of the most important, but rarely heard voices in the roiling and often distorted debate over Common Core State Standards – African American parents.

Our survey of 1,600 African American public school parents found that 60 percent of respon-

dents have a favorable impression of the new Common Core State Standards in English language arts and math that have now been adopted by 43 states, including Oregon and the District of Columbia.

Sixty-eight percent of surveyed parents believe that Common Core will improve student achievement, and 66 percent believe it will better prepare their children for college or the workforce.

The survey also shows that a majority of parents believe what the National Urban League believes as well – that Common Core standards offer great potential for transformative educational excellence, but only if parents are pro-actively engaged,

teachers are adequately trained and resources for schools and students are equitably disbursed.

Given the history and current state of unequal education in America, many African American parents are rightly concerned that their children not be short-changed by an inequitable implementation of Common Core.

A majority of respondents (58 percent) agree that the school their child attends lacks the resources and facilities to effectively teach Common Core State Standards, and 54 percent agree that teachers are not prepared to teach the standards. Those numbers jumped to 64 percent and 62 percent, respectively, for parents with children enrolled in predominately African American schools. This underscores the importance of ongoing efforts to ensure that students in all schools have the resources to learn and teachers have the resources to effectively teach the Common Core.

While the National Urban League has taken a leading role in educating parents about this issue via our Put Our Children First: Common Core for Common Goals campaign, our survey suggests that efforts will be necessary moving forward as well to dispel the myths and deliberate distortions that have been touted by many of Common Core's politically-motivated opponents. Seventy-six percent of the parents surveyed understood that Common

Core State Standards are a state-led effort that establishes a single set of educational standards, but 70 percent are under the misconception that the federal government was involved in their creation. This demonstrates the importance of continued work to ensure the dissemination of accurate information about the Standards.

Nothing is more important in a child's education than parental involvement. As I said in announcing the survey results last week, "Our survey of African American parents on Common Core State Standards strongly indicates that when parents are fully informed – void of distortion, myth and political agendas, they tend to support Common Core and its potential to transform public education and help ensure that all of our children – regardless of their family income, zip code or ethnicity – are prepared for college or career."

When parents are empowered and knowledgeable about the expectations and goals of Common Core, they are able to tune out the political rhetoric – and tune in to the potential for their children."

For more on our survey findings and to learn more about the National Urban League's "Put Our Children First" parent education campaign, visit PutOurChildren1st.org.

Marc H. Morial is president and chief executive officer of the National Urban League.



The Portland Observer
 Established 1970 - USPS 959-680
 PUBLISHER: Mark Washington, Sr.
 EDITOR: Michael Leighton
 EXECUTIVE DIRECTOR: Rakeem Washington
 CREATIVE DIRECTOR: Paul Neufeldt
 OFFICE MANAGER/CLASSIFIEDS: Lucinda Baldwin
 ADVERTISING MANAGER: Leonard Latin
 REPORTER/PHOTOGRAPHER: Olivia Olivia

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POSTMASTER: Send address changes to Portland Observer,
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