



**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

**SEE CURRENT FLYER
FOR ADDITIONAL
PRICES & SERVICES
Call for Appointment
(503) 281-3949**

OPINION

Covering Race and Police Brutality

Countering negative patterns

BY BOB BUTLER



The second half of 2014 has been marked by the shooting deaths of four African-American males by local law enforcement — Michael Brown in Ferguson, Mo.; Eric Garner in New York, John Crawford and Tamir Rice in Ohio — that have attracted the attention of national media and the federal government, and shined a light on the issue of policing in minority communities.

It has also been marked by some exceptional journalism on the subject, as well as some alarming narratives from journalistic choices that, while not necessarily intentional, serve to perpetuate stereotypes of black men as dangerous criminals.

Race is present in the dynamics around these stories and those who are involved in producing these stories. Put another way: while a diverse group of journal-

ists has been on the ground reporting this story, the same cannot be said about who makes decisions about what will be covered and how.

Some of the coverage goes into great detail about how the victims' actions may have contributed to their own demise: John Crawford should not have tried to buy a toy rifle at Walmart, Mike Brown should not have (allegedly) stolen cigars from a convenience store, Eric Garner should not have (allegedly) been selling loose cigarettes and Tamir Rice should not have been playing with a toy gun.

These cases are not the first, nor will they be the last, involving black males and the police. It must be pointed out that black males are not the only ones being shot. Dillon Taylor in Utah and Gil Collier in Alabama were white and also unarmed when police shot them. The difference is the media coverage of their cases does not imply that they deserved to die.

From the breaking news coverage of these events to the analysis that followed, and will hopefully continue, it is impor-

tant to recognize the negative patterns that can emerge in such stories, and to discuss strategies for countering these patterns.

Two questions can help guide this process: Is this information relevant? And how will this affect the story?

A big part of how narrative is shaped in these stories starts with the photos of those involved. While availability of photos can be a challenge, especially in the early stages of a fast-moving story, efforts must be made to paint the fullest picture (pun intended) of the central figures. Images depicting black men solely as menacing, threatening or dangerous only fuel existing stereotypes.

Weighing whether to include details about a black victim's criminal background or drug use also contributes to the narrative. Here, balance is important. Is there an attempt to report the officer's history? Does the officer have a disciplinary history or a record of complaints regarding use of force? Is the victim's background relevant to the specific incident that ended

his life? If so, explain this to readers, lest it be interpreted as gratuitous or malicious.

In the case of Tamir Rice, why did the Northwest Ohio Media Group report on his parents' criminal records? What did that have to do with Rice being shot by police?

Stories like Ferguson and the deaths of Crawford, Garner and Rice reaffirm the urgency of more diverse American newsrooms. Look no further than the membership of the National Association of Black Journalists to find many examples of responsible reporting.

NABJ was founded in 1975 in part, "to monitor and sensitize all media to racism." Nearly 40 years later, NABJ still finds it necessary to fulfill this role. It is our hope that those committed to a better approach to exploring issues of race and society will join us in examining how we can all improve.

Bob Butler is the President of the National Association of Black Journalists, the largest organization for journalists of color in the nation.

Long Past Time to Repeal Second Amendment

Ending this instrument of death

BY TOM H. HASTINGS

What country fetishizes, lionizes, valorizes, idolizes, and sacralizes guns as much as does our United States? OK, possibly Mozambique—the only country with an AK47 on its flag, but really, it's long past time to end this obsessive "My Precious" attachment of Americans to instruments of death.

Of the nine top stories from Reuters on Christmas Day last week, six were about shootings — four new ones and two were about the national justice movement against the shootings of citizens by police.

A pandemic of sick gun violence, punctuated by mass killings of children, has gone on far too

long. It is long past time to repeal the stupid Second Amendment.

The fate of the law should have been sealed when the U.S. Supreme Court took up a Second Amendment case in 2008, but the court ruled that past rulings by their predecessors were wrong, that



The American people are tired of mass shootings, police shootings, family fued shootings, sibling shootings, accidental toddler shootings and teen suicide by gun.

in fact the Amendment that provided for a "well regulated militia" really guaranteed every individual the right to own a gun. Wow. That is an interesting reading of the English language.

What the Supremes have done is to not only warp the meaning of the Amendment and make it

into twisted law, but to further prohibit states and local governments from declaring their jurisdictions free of legal guns. The conservative court once again ruled against the power of states, a principle that used to be associated with liberals who wanted to make sure everyone had the

right to vote, for example, even though they weren't white enough. Now when a city or state wants to outlaw firearms, too bad. The conservatives took away their powers and rights in favor of Big Brother.

The only logical path, given the clearly decided role of the Second

Amendment, is to repeal it.

The American people are tired of mass shootings, police shootings, family fued shootings, sibling shootings, accidental toddler shootings and teen suicide by gun.

We are exhausted by the proliferation of death, of threats, of bloodshed, and by the National Rifle Association and gun industry's moral garbage-spewing arguments put forth every time someone challenges the ubiquity of guns.

Repeal the Second Amendment. Surround it, grab it, bring it in the back room, pull down the shades, and end it. Okay, petition for its repeal, get it on the ballot, and get it done by enough of the U.S. populace, by enough people in enough states, to get it consigned to the dustbin of history.

Tom H. Hastings is the founding director of PeaceVoice.