the distance, like a mirage, there is a herd of reindeer... We are careful at the patch. But the preservation of nature touches all of us. They should not, in my opinion, ride across the tundra in cats during the summer. However, people do. They should only deliver supplies during the winter. But that is not how it happens; goods are brought in during the spring. All of us together must safeguard nature..."

It seems that everybody understands the severity of the problem. But who is doing something about it?

Pravda
10 February 1988
Page 3 (slightly abridged)

Tomorrow Will Be Too Late

Everywhere, the plain is scourged with desket of snow, the tracks left by the caterpillar tracks of tractors and cross-country vehicles, the wheels of heavy vehicles, as well as the dark traces of trailer towns are clearly distinguishable from the helicopter.

"The tundra is dying," M. Tusida (delegate to the 27th Congress of the CPSU, member of the Tyumen provincial Party committee and hereditary reindeer breeder from "Yamalskii" state farm) tells us with a grief almost indicative of someone near and dear. "It is often explained that this is an unavoidable process and that immense gas fields cannot be opened up without sacrifice. Yet we see that our environment is very often victimized by the most elementary mismanagement."