was eminently a technical problem that could be resolved by government engineers co-operating with their corporate counterparts to devise the most efficient pollution-control methods, and to minimize their adverse effect on the financial health of the industry. And so, I was hardly surprised when one top official in the then Air Management Branch told me that his people take polluters to court only as a last resort, after all avenues of co-operation, moral suasion, and coercion have been exhausted. When it comes to recalcitrant corporations, the Ministry considers even very slow progress a more efficient way of cleaning up the environment than lengthy and expensive court proceedings. In other words, it is the world-view of engineers that technical problems demand technical solutions, and scientists are much more qualified trouble-shooters than lay people in the fields of law, politics, or journalism.

It is clear to me that such a credo and the values it presupposes ought to be challenged publicly so that people can get a precise understanding of the role and power of the Technostructures, both in government and the corporate world. But this will never be done as long as the newsmedia are so caught up in people-oriented events that they remain oblivious to the activities of the technocrats.

My criticism of the handling of the lead story does not apply to the investigation of the industrial lead hazard by Max Allen of As It Happens. By interviewing environmental health experts in several American cities, he added new arguments to the public debate which emerged in Toronto. In Dying of Lead, Mr. Allen challenged the views of the lead industry experts; and suggested that medical evidence can be purchased to serve corporate interests. Such a suggestion was so myth-shattering that the lead industry considered the documentary worth of an injunction. In brief, Max Allen's work was based not on the reporting of people-oriented events but on the publicizing of new facts which helped determine the course of events. His programs were listened to by members of the Toronto Board of Health, and subsequently played at a City Council meeting to convey to the politicians the complexity and importance of the lead problem.

**NEWS NOTE**

Media Probe will join with other organizations in convening the Media '75 Conference on Mass Media to be held in Toronto in May. Further information in our next issue (March).