I'm a community radio DJ and a graduate student in media studies. Becoming part of a radio station in which people could meaningfully act upon their real ties to the local community was a major eye-opener for me in terms of understanding the intent and the potential of the US's media structures. It also helped inspire me to pursue a career studying media in order to be able to help make these structures more equitable. Preventing payola is a substantial step toward this effort, and one which clearly aligns with the FCC's charter to ensure radio stations serve the public interest.