I have been a lifelong fan of music and musicians. The greatest music produced and disseminated by artists has occurred because of the choice of listeners and the discretion of DJ's. Our choice is often overridden now by corporate programmed radio which is bland and uninspiring. The current attempts to allow plugola and playola to occur simply by a small perfunctory reference is bad for listeners and bad for musicians. It is only good for big businesses to take time away from artists who have merit and give it to those with deep pockets. Please leave our airways pure. There is no reason for paid programming to be hidden and obsfucated. Please leave the current rules which clearly allow paid programming but do it in a transparent way.