

Radio presenter resigns over MPs' car benefits

 By [Walter Wafula](#)

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Roger Mugisha, presenter of KFM's morning show, D'Mighty Breakfast, has resigned, the radio station announced today.



Roger Mugisha Source:
www.facebook.com

"Roger who has worked in the industry for 16 years quit this morning as emotions run high over the news of MPs receiving 103 million shillings to purchase personal cars," Julian Amutuhaire, KFM's news editor, reported this morning.

["I quit, thank you for your support."](#) Mugisha confirmed his resignation on his Facebook wall. According to KFM, he resigned on a point of principal to highlight the lack of prioritization by government, leaving teachers and health workers to starve, while enriching the already well off MPs.

Mugisha posted on his Facebook wall, "You can judge me by all you want, but there are values that are embedded in my inner core that I can't compromise. I can't pretend that everything is ok when it's not. My new years resolution is to take action and not just whisper the Ugandan way. We all fear to speak and yet we are hurting. MPs aren't there cars in the bond (car) of 20m? Why 103m for cars that depreciate? The teachers who taught you are still in the schools you went to hoping, you will come to their rescue,"

News about the cash for the MPs new cars was broken this morning by the *Daily Monitor* newspaper, a product of The Monitor Publications Limited (MPL) which also owns and operates KFM. At least 98 of the 372 MPs have received their share of the car funds according to *Daily Monitor*.

Fans, media have mixed feelings

Mugisha's resignation had mixed feelings among his fans and media friends. Moses Ebil Wang'koko, one of his Facebook fans said, "Roger, I seriously respect your decision. I would also like to inform you that I'm equally inspired to do a similar thing. I'm a lecturer a Kyambogo (University) but what I earn in a semester can't even buy a second hand car. Can you believe it? God won't leave you!"

Mozes Twinamatsiko, another fan described him as a true son of the land for his action, "I'm proud of you Roger," he said.

Asked to reconsider

Moments after his resignation, the management of KFM got involved in discussions with Mugisha to convince him to reconsider his decision. At a meeting, Alex Asimwe, the managing director of MPL appealed for calm at KFM, to allow the firm's human resource department.

"The Head of KFM Ramadhan Kyomugisha said business will continue running as usual, saying emotions should be well

managed to avoid regrettable decisions," KFM said

A marketing gimmick?

Mugisha's resignation comes days before KFM's rebranding ceremony. A brand strategy analyst, who is familiar with the local media scene, told Bizcommunity.com that KFM could be using Mugisha's resignation as a marketing gimmick. "That's a reload stunt. KFM was supposed to rebrand last year but they postponed," the source said on condition of anonymity.

MPL plans to relaunch KFM at a breakfast meeting on Friday, 10 February 2012, according to a well placed source. The radio station is currently running teaser-ads in the *Daily Monitor* in preparation for the impending "reload" but the final product is still under the wraps. The analyst expects Mugisha to announce he is back at KFM, at the re-launch breakfast. KFM was originally known as Monitor FM, before it was rebranded to KFM with an infotainment appeal.

ABOUT WALTER WAFULA

Walter Wafula is a seasoned journalist who has reported for the *Daily Monitor* newspaper in Kampala-Uganda. He is also a contributor on Bizcommunity.com website. Email Walter at wafwalt@yahoo.com and connect on LinkedIn.

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