



CiTR Radio 101.9 FM | 233-6138 SUB Blvd. Vancouver, BC V6T 1Z1  
tel: 604.822.3017 | fax: 604.822.9364 | email: [sponsorship@ctr.ca](mailto:sponsorship@ctr.ca) | [www.ctr.ca](http://www.ctr.ca)

---

## CiTR Fact Sheet

Area served: Greater Vancouver, east to Langley, south to Bellingham and north to Squamish  
Estimated population: >2 million

Broadcasting 350 watts of independent radio at 101.9FM, from the top of Gage Towers, CiTR is a progressive student-run campus and community radio station housed at UBC. More than Vancouver's source for local and indie music, CiTR also covers campus and community news, live UBC sports coverage, arts and culture reviews and features. CiTR is operated by a small friendly staff and over 200 volunteers, with 90 programs broadcasting in six languages. Our programming features every genre of music, and talk radio that covers politics, sex, comic books, cabaret, sports, queer and local issues. In addition to our programming, we publish the free award-winning magazine *Discorder* (our monthly, music art and subculture rag) which includes a copy of our Program Guide, your navigational tool to finding out what shows we broadcast and when they're on the air.

## CiTR Timeline

- 1937** - Bored students play records on a gramophone in the cafeteria over lunch. "Varsity Time" becomes a regular feature on CJOR. There is a great disturbance in the force.
- 1938** – UBC Radio becomes an official student club!
- 1950** – Closed-circuit broadcasts begin in residence. UBC Radio Club and CKWX (BC Association of Broadcasters) start a 22-week commercial radio school.
- 1969** - A new Student Union Building arrives with cutting-edge, professionally-designed studios! Also, we officially become CYVR.
- 1974 January** – CYVR is shut down for neglecting to keep up their license.
- 1974 July** – CRTC Decision 74-260 reinstates UBC Radio as **Thunderbird Radio: CiTR**
- 1975** - CiTR backpacks Europe trying to find itself, experimenting with 89.5, 95.9, 88.9, 100.0, and 101.9 MHz.
- 1982** - CiTR finally meets FM and they fall madly in love, broadcasting sweet 49-mono-watts together at 101.9FM.
- 1983** - Wild-child Discorder is born.
- 1988** - Discorder a finalist for "Magazine of the Year (circulation < 20,000)" and "Cover of the Year" (50th issue cover, March '87) at the Western Canada Music Awards
- 1989** - CiTR pumps up the jam to 1800 megakilowatts with a giant balloon release. First song? "Have Not Been the Same" by Slow.
- 2006** - Nardwuar The Human Serviette sneaks into APEC and asks Jean Chretien what he thinks of pepper spray. The answer? "I put pepper on my plate."
- 2007** - CiTR becomes one of the first campus/community radio stations to offer podcasting, proudly moving into the internet age.



CiTR Radio 101.9 FM | 233-6138 SUB Blvd. Vancouver, BC V6T 1Z1  
tel: 604.822.3017 | fax: 604.822.9364 | email: sponsorship@citr.ca | www.citr.ca

---

## Listenership (and random stats)

### 2008 BBM Statistics

Weekly cumulative listenership: 14,400  
Total weekly hours: 6,200  
Average weekly hours: 4.3  
38% women, 62% men

Society Members: 220  
Monthly website hits: 12,000+  
Podcast subscribers: 1,982  
Facebook Group members: 1,059  
Twitter followers: 2,357

### Discorder Magazine Statistics

Readership: 14,000+  
Distribution: 8,000  
Monthly website hits: 4,000+  
Facebook Group members: 468  
Twitter followers: 1914

## Demographics

- **Students:** Students are highly involved in running CiTR, and we do extensive outreach on campus. 50% of our membership is UBC students, and 1300 copies of Discorders are distributed on the UBC Campus, with 600 on other campuses in Vancouver. We broadcast 100+ UBC Thunderbird games, and air Prof Talk, a bimonthly program featuring professors and their research. We run ads for students clubs and associations, and sponsor many events on campus.
- **Cultural Communities:** We currently broadcast in six languages: English, French, Italian, Spanish, Ethiopian, Japanese, Russian. We also air cultural program including Native Solidarity News, Stranded (our Australian music show), Rhythms India, Sounds of Africa and Chips with Everything (Brit Pop).
- **Music Lovers:** We air music of every genre, hitting niche audiences. Our reggae program (The Rockers Show) is over 25 years old, we have the longest running jazz show in Vancouver (The Jazz Show) and a folk show (The Saturday Edge) that is over 20 years old. We play genres that mainstream radio stations never play, and support the indie music scene in Canada and Vancouver. Many touring musicians only receive airplay on stations like CiTR.
- **Left Leaning:** Our spoken word programming appeals to a left-leaning audience. We produce two hours of locally-oriented current events programs (News 101), one hour of local arts coverage (The Arts Report), and air politically alternative syndicated shows including Democracy Now, Canadian Voices and Alternative Radio.