



POST OAK CENTRAL



The Crescent Connection Newsletter

Fall 2005

On the Air from 1990

All four Cox Radio Houston stations broadcast from the top floors of Post Oak Central

COX

RADIO-HOUSTON

Based on revenues, Cox Radio (NYSE:CXR) is the third-largest radio broadcasting company in the United States and the largest pure-play radio station group. Broadcasting in 18 markets, the company owns, operates or provides sales and marketing services to 78 radio stations, including 67 FM and 11 AM.

Caroline Devine, Regional Vice President and Market Manager for Cox Radio and Ted Freyer, Director of Property Management for Crescent.



Ms. Devine says that Post Oak Central is an ideal location for the stations. First, height is important because the signal that's sent out must be unencumbered. And, secondly, the central location in Uptown Houston is good because the sales and marketing teams can quickly reach points throughout greater Houston.

Four of the Cox stations are in Houston, which is the seventh largest radio market in the United States. All four are located on the 22nd and 23rd floors of 3 Post Oak Central from where the stations broadcast 24 hours a day, seven days a week.

PUTTING 1990 ON THE DIAL

"Cox entered the Houston market in 2000, when we acquired properties from other radio companies," said Caroline Devine, Regional Vice President and Market Manager for Cox. "Now, as then, Cox wants to grow in cities where there is opportunity for growth, and Houston is particularly attractive because it is in the Sun Belt and because Houston is considered a major market."

Cox Radio moved to Post Oak Central in September 2000. The company took two floors and hired an architect that specializes in radio station design to create an environment for broadcasting and also for conducting day-to-day business activities. The broadcast facilities, complete with sound-proof studios and offices for all the administrative, personalities, and engineers, are located on the 23rd floor. On the 22nd floor, the sales force and other administrative personnel have offices.

The four Cox Radio stations in Houston include:

- **KHPT-FM 106.9, The Point**, broadcasting 80s music and more, which is a unique and new format for the city;
- **KKBQ-FM The New 93Q**, featuring contemporary country music;
- **KLDE-FM Oldies 107.5 FM**, playing music from the 60s and 70s; and
- **KTHT-FM Country Legends 97.1**, airing classic country music.

ON AND OFF THE AIR

Employees of the Cox Radio stations are often defined by the on-air personalities. And certainly, that's a big part of the success. Ms. Devine says that it is not well understood that the employees in general are well educated and committed to strong business principles, and in certain jobs must be highly proficient in technology and software capabilities. "People in radio are passionate and creative," she said, "but they are also extremely professional and our company provides an extraordinary amount of training, especially in the area of sales and marketing to our customer base. This is a sophisticated and competitive business, and the people who are drawn to this

CONTINUED ON BACK COVER

profession must bring to their work a unique blend of art and science, and we are proud to work for a great radio company like Cox.”

In addition to their on-air broadcasts, all four stations maintain very active Web sites, where listeners can make contact with the stations and listen online from their computers.

GOOD RATINGS AND MORE

“Most people have heard about Arbitron, and know that ratings estimates are important in our industry, as that is the standard of measurement from which we establish credibility for our audience to the buyers of advertising. We also are very

“One of our goals is to provide music-intensive formats that are appealing to the whole family.”

CAROLINE DEVINE, *Regional Vice President and Market Manager*

focused on providing the listeners with the music and services they want, so we invest a lot of money in research. Remember that radio is free to the public, and while we say we own the properties, the licenses are awarded by the FCC, and we must be careful stewards of them. We are responsible not only to the FCC, but also to our listeners, our advertisers, and our communities.

“One of our goals,” continued Ms. Devine, “is to provide music-intensive formats that are appealing to the whole family. We ask ourselves, ‘What if a parent was driving a child to school, would he or she feel comfortable listening to one of

our stations?’”

The Cox approach and philosophy must be successful: statistics show that Cox Radio’s four stations in the Houston area combine to reach over one-third of the market.

“From the workforce at the more traditional companies to the employees with a more creative bent, such as the Cox stations, Post Oak Central is an excellent environment for so many businesses and their employees,” said Ted Freyer, Director of Property Management, Galleria Properties. “Cox is a leader in the communications field, and it’s great to have them here – and, it’s also fun to click on the radio, hear the stations and know that they’re broadcasting from right over our heads.”

From the Management

***The more things change,
the more they stay the same.***

Cox Radio provides another example of how the world is changing around us. Information that was once sent and received on tape or a reel is now sent electronically, in seconds. Digital television and satellite transmission are a reality, and digital radio is close behind. The improvement in signal quality compared to traditional broadcasting technology is amazing.

Post Oak Central has also been undergoing an electronic transformation with our new elevator dispatching systems, our improved building and garage access systems and our migration of surveillance cameras to digital signals.

Faster processing speeds and increased component reliability make the new equipment far superior to earlier technologies. In many cases, the communications advances make the work day easier. However, machines will never replace the camaraderie of the workplace. At the end of the day, it’s still people working with other people. And for that we can all be grateful.

We look forward to working with you; feel free to call us at 713-871-0500 or drop me a line at tfreyer@crecrescent.com.

Visit our web site, www.postoakcentral.com for up to date information on Post Oak Central

POST OAK CENTRAL

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MANAGEMENT TEAM

Director of Property Management, Galleria Properties	Ted Freyer
Assistant Property Manager	Tom Scalley
Chief Engineer	Richard Goerlich
Customer Services Coordinator	Lori Cortez
Administrative Assistant	Bernadette Wyatt
Accounting Manager	Marvar Bowman
Accounting Assistant	Sophie Bailey

For Leasing Information at Post Oak Central, please contact: **Bill Schneidau**, 713-840-1170

<i>Customer Services</i>	
Alonti Café	713-960-8352
Bally Total Fitness	713-960-1037
Car Butler	713-871-9961
Frost Bank	713-388-7616
Gymboree Play & Music	713-953-0444
Kompany Kids	713-621-4006
Out to Lunch Deli	713-621-4643
Post Oak Dry Cleaners	713-850-1445
Post Oak Sundries	713-621-1511
Pro Staff Personnel Services	713-623-8822
Security	713-961-0250
Stewart Title Commercial	713-625-8702
Stewart Title Fine Properties	713-625-8626
Stewart Title Residential Closing	713-627-1310
Stewart Title Retail Closing	713-627-1310
Tommy’s Grill & Café	713-622-4407
V&V Sandwich	713-840-9431

