



Journal Broadcast Group

America's Best LOCAL Broadcast Company

NEWS RELEASE

FOR IMMEDIATE RELEASE

July 21, 2009

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Journal Broadcast Group Sells 1140 KGEM and 1490 KCID in Boise

Non-profit Salt & Light Radio, Inc. will air Catholic programming and music

Boise, Idaho — Salt & Light Radio, Inc., an Idaho non-profit corporation, has entered into an asset purchase agreement with Journal Broadcast Corporation and Journal Broadcast Group, Inc. to purchase KGEM AM1140 and KCID AM1490 for \$950,000, subject to regulatory approval and customary closing conditions.

“With the new ownership, these two stations will now provide a new programming option for listeners while we’ll focus our efforts to serve the Treasure Valley with music, entertainment and fun on our four remaining radio stations and two TV stations providing news, information and entertainment,” said Doug Kiel, vice Chairman and CEO, Journal Broadcast Group and president, Journal Communications.

Following the lead of several other successful regional Catholic Christian radio stations in Portland, Reno, Salt Lake City, Seattle, Spokane and Walla Walla, Salt & Light Radio plans to bring Catholic programming to the Treasure Valley.

“Salt & Light Radio is the fulfillment of the hopes and dreams of many in the Treasure Valley,” noted President of the Board Keith Pettyjohn. “It is our intention to utilize the facilities of KGEM for our full-time English, Catholic programming and KCID for our full-time Spanish, Catholic programming.”

“We are excited to have this opportunity and are actively recruiting supporters and volunteers for the stations,” added Board member Father Jesus Camacho. “We ask for continued prayers for our ministry, that we may truly be ‘salt for the earth and light for the world’ (Mathew 5, 13-16)!”

Journal Broadcast Group’s other stations in the Boise market are radio stations KJOT-FM, KQXR-FM, KTHI-FM and KRVB-FM, and television stations KIVI-TV, including the Mexicanal affiliate, and KNIN-TV, as well as KSAW-LP, serving the Twin Falls, ID market.

About Journal Broadcast Group

Journal Broadcast Group owns and operates 35 radio stations and 13 television stations in 12 states and operates an additional television station under a local marketing agreement. Headquartered in Milwaukee, Wisconsin, it is the broadcast business of Journal Communications Inc., a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services.

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Forward-looking Statements

This press release contains certain forward-looking statements related to our businesses that are based on our current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions that could cause actual results to differ materially from the expectations expressed in forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. Our written policy on forward-looking statements can be found on page 1 of Journal Communications' most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission.

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