

For more information:

Andre J. Fernandez

President and Chief Financial Officer

(414) 224-2884

Journal Communications Director Extends Rule 10b5-1 Trading Plans

MILWAUKEE, WI – November 7, 2012 – Journal Communications, Inc. (NYSE:JRN) today announced that the stock trading plans that director David Meissner previously established on behalf of four family trusts have been amended to allow sales under the plans to take place until June 30, 2013. Previously, sales under the plans could take place until December 31, 2012. The plan amendments were adopted in accordance with guidelines specified by Rule 10b5-1 under the Securities Exchange Act of 1934 and in accordance with the Company's policies with respect to insider trading.

Following certain sales made under the trading plans in April 2011, the plans now cover a total of 141,618 shares and were entered into for diversification purposes. Sales under the plans are subject to certain minimum price levels.

Rule 10b5-1 allows officers, directors and other designated insiders to adopt written plans to purchase or sell shares under pre-arranged terms when they do not have material non-public information. The rule allows officers, directors and other designated insiders adopting such plans to purchase or sell shares over time even if subsequent material and non-public information becomes available to them. Using these plans, officers, directors and other designated insiders can increase their holdings, diversify their investment portfolios, spread stock trades out over a period of time to reduce market impact, and avoid concerns about whether they had material non-public information when they purchased or sold stock. Stock transactions pursuant to the terms of the plans will be disclosed publicly as required through Form 144 and Form 4 filings with the Securities and Exchange Commission.

Forward-looking Statements

This press release may contain 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 our most recent Annual Report on Form 10-K filed with the Securities and Exchange Commission.

About Journal Communications

Journal Communications, Inc., headquartered in Milwaukee, Wisconsin, was founded in 1882. We are a diversified media company with operations in radio and television broadcasting, publishing

and interactive media. We own and operate 35 radio stations and 14 television stations in 12 states. We publish the *Milwaukee Journal Sentinel*, which serves as the only major daily newspaper for the Milwaukee metropolitan area, and several community newspapers and shoppers in Wisconsin. Our interactive media assets build on our strong publishing and broadcasting brands.