



Journal Broadcast Group

FOR IMMEDIATE RELEASE

Contacts: Jim Thomas, Vice President, Marketing, Programming and Interactive Media
jthomas@journalbroadcastgroup.com, (414) 967-5293
Angela Lois, Director, Investor Relations
alois@journalcommunications.com, (414)224-2633

Journal Broadcast Group Names Dominic Fails VP Sales

Milwaukee, WI, August 30, 2010 – Journal Broadcast Group, a division of Journal Communications, Inc. (NYSE:JRN), today named Dominic Fails Vice President of Sales. In this position, Fails will be responsible for developing sales strategy for local, national, digital and new media advertising at Journal Broadcast Group’s 13 television and 33 radio stations. Fails will be based in Milwaukee.

“Dominic is a proven leader who will work with our entire management team as we continue to provide multiple marketing solutions for our customers across the Journal Broadcast Group local markets,” said Steven J. Smith, Chairman and Chief Executive Officer of Journal Communications.

Dominic Fails has more than 20 years of experience in broadcast sales most recently as Vice President of Sales with Telemundo’s KTMD-TV in Houston. He has also served as Vice President and Regional Sales Manager with World Now, Local Sales Manager with Viacom’s KTXH-TV, Local Sales Manager with Tribune Corporation’s KHWB-TV and National Sales Manager with Griffin Communications KWTW-TV. He co-founded two companies, Georgie Girl Costumes and Vernor Store Fixtures. He has an MBA from the McCombs School of Business at the University of Texas at Austin and a Bachelor of Arts from Coe College.

Said Smith, “We are pleased to accomplish our goal of securing a sales leader who will drive our revenue and business development strategy. Dominic’s experience makes him an excellent fit for our group. We look forward to welcoming him to our team.”

Said Fails, “I am pleased to join the Journal team and look forward to working with each of our markets to find ways to provide exceptional service to our customers and grow our market share.”

About Journal Broadcast Group

Journal Broadcast Group owns and operates 33 radio stations and 13 television stations in 12 states and operates an additional television station under a local marketing agreement. Based in Milwaukee, Wisconsin, it is the broadcast business of Journal Communications Inc. (NYSE:JRN).

About Journal Communications, Inc.

Journal Communications, Inc. is a diversified media company with operations in publishing, radio and television broadcasting, interactive media and printing services. Headquartered in Milwaukee and founded in 1882, Journal publishes 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 and Florida. Journal owns and operates 33 radio stations and 13 television stations in 12 states and operates an additional television station under a local marketing agreement. Our interactive media assets build on our strong



Journal Broadcast Group

publishing and broadcasting brands. We also provide a wide range of commercial printing services – including printing of publications, professional journals and documentation material.

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 Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission.

###