

Journal Communications, Inc.
Consolidated Statements of Operations (unaudited)
(dollars in thousands, except for shares and per-share amounts)

	Third Quarter (A)			Three Quarters (B)		
	2010	2009	% Change	2010	2009	% Change
Revenue:						
Publishing	\$ 43,439	\$ 46,479	(6.5)	\$ 135,377	\$ 144,036	(6.0)
Broadcasting	48,482	42,453	14.2	138,099	125,410	10.1
Printing services	9,842	11,086	(11.2)	31,589	36,621	(13.7)
Corporate eliminations	(149)	(60)	(148.3)	(540)	(328)	(64.6)
Total revenue	101,614	99,958	1.7	304,525	305,739	(0.4)
Operating costs and expenses:						
Publishing	28,802	31,878	(9.6)	86,670	99,319	(12.7)
Broadcasting	24,502	25,231	(2.9)	68,398	70,643	(3.2)
Printing services	8,642	9,957	(13.2)	26,442	32,216	(17.9)
Corporate eliminations	(149)	(76)	(96.1)	(540)	(358)	(50.8)
Total operating costs and expenses	61,797	66,990	(7.8)	180,970	201,820	(10.3)
Selling and administrative expenses	28,784	28,917	(0.5)	88,021	90,755	(3.0)
Broadcast license impairment	--	--	N/A	--	18,975	N/A
Total operating costs and expenses and selling and administrative expenses	90,581	95,907	(5.6)	268,991	311,550	(13.7)
Operating earnings (loss)	11,033	4,051	172.4	35,534	(5,811)	N/A
Other income and (expense):						
Interest income	25	--		58	--	
Interest expense	(996)	(645)		(2,102)	(2,194)	
Total other income and (expense)	(971)	(645)	50.5	(2,044)	(2,194)	(6.8)
Earnings (loss) from continuing operations before income taxes	10,062	3,406	195.4	33,490	(8,005)	N/A
Provision (benefit) for income taxes	3,767	1,362	176.6	13,168	(5,782)	N/A
Earnings (loss) from continuing operations	6,295	2,044	208.0	20,322	(2,223)	N/A
Loss from discontinued operations, net of tax	-	(219)	N/A	(624)	(663)	5.9
Net earnings (loss)	\$ 6,295	\$ 1,825	244.9	\$ 19,698	\$ (2,886)	N/A
Weighted average number of shares-Class A and B common stock:						
Basic and diluted	50,866,367	50,499,814		50,755,386	50,362,904	
Weighted average number of shares-Class C common stock	3,264,000	3,264,000		3,264,000	3,264,000	
Earnings (loss) per share:						
Basic - Class A and B common stock:						
Continuing operations	\$ 0.11	\$ 0.03		\$ 0.34	\$ (0.07)	
Discontinued operations	--	(0.01)		(0.01)	(0.01)	
Net earnings (loss)	<u>\$ 0.11</u>	<u>\$ 0.02</u>		<u>\$ 0.33</u>	<u>\$ (0.08)</u>	
Diluted - Class A and B common stock:						
Continuing operations	\$ 0.11	\$ 0.03		\$ 0.34	\$ (0.07)	
Discontinued operations	--	(0.01)		(0.01)	(0.01)	
Net earnings (loss)	<u>\$ 0.11</u>	<u>\$ 0.02</u>		<u>\$ 0.33</u>	<u>\$ (0.08)</u>	
Basic and diluted - Class C common stock:						
Continuing operations	\$ 0.25	\$ 0.17		\$ 0.77	\$ 0.43	
Discontinued operations	--	--		(0.01)	--	
Net earnings	<u>\$ 0.25</u>	<u>\$ 0.17</u>		<u>\$ 0.76</u>	<u>\$ 0.43</u>	

(A) 2010 third quarter: June 28, 2010 to September 26, 2010

2009 third quarter: June 29, 2009 to September 27, 2009

(B) 2010 three quarters: December 28, 2009 to September 26, 2010

2009 three quarters: December 29, 2008 to September 27, 2009

Journal Communications, Inc.
Segment Information (unaudited)
(dollars in thousands)

	Third Quarter (A)			Three Quarters (B)		
	2010	2009	% Change	2010	2009	% Change
<u>Revenue</u>						
Publishing	\$ 43,439	\$ 46,479	(6.5)	\$ 135,377	\$ 144,036	(6.0)
Broadcasting	48,482	42,453	14.2	138,099	125,410	10.1
Printing services	9,842	11,086	(11.2)	31,589	36,621	(13.7)
Corporate eliminations	(149)	(60)	(148.3)	(540)	(328)	(64.6)
	\$ 101,614	\$ 99,958	1.7	\$ 304,525	\$ 305,739	(0.4)
<u>Operating earnings (loss)</u>						
Publishing	\$ 3,066	\$ 1,589	93.0	\$ 13,078	\$ 5,344	144.7
Broadcasting	9,987	4,466	123.6	27,381	(5,606)	N/A
Printing services	(188)	(505)	62.8	920	(427)	N/A
Corporate	(1,832)	(1,499)	(22.2)	(5,845)	(5,122)	(14.1)
	\$ 11,033	\$ 4,051	172.4	\$ 35,534	\$ (5,811)	N/A
<u>Depreciation and amortization</u>						
Publishing	\$ 2,825	\$ 3,016	(6.3)	\$ 8,625	\$ 9,094	(5.2)
Broadcasting	3,205	3,253	(1.5)	9,609	9,955	(3.5)
Printing services	458	531	(13.7)	1,487	1,581	(5.9)
Corporate	123	131	(6.1)	367	400	(8.3)
	\$ 6,611	\$ 6,931	(4.6)	\$ 20,088	\$ 21,030	(4.5)

(A) 2010 third quarter: June 28, 2010 to September 26, 2010

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2009 three quarters: December 29, 2008 to September 27, 2009

Journal Communications, Inc.
Publishing and Broadcasting Segment Information (unaudited)
(dollars in thousands)

	Third Quarter of 2010 (A)			Third Quarter of 2009 (B)					
<u>Publishing:</u>	Daily Newspaper	Community Newspapers & Shoppers	Total	Daily Newspaper	Community Newspapers & Shoppers	Total	% Change Daily	% Change CN&S	% Change Total
Advertising revenue:									
Retail	\$ 13,518	\$ 5,166	\$ 18,684	\$ 15,675	\$ 5,467	\$ 21,142	(13.8)	(5.5)	(11.6)
Classified	5,173	1,126	6,299	5,679	1,377	7,056	(8.9)	(18.2)	(10.7)
National	1,261	--	1,261	989	--	989	27.5	N/A	27.5
Direct Marketing	15	--	15	82	--	82	(81.7)	N/A	(81.7)
Total advertising revenue	19,967	6,292	26,259	22,425	6,844	29,269	(11.0)	(8.1)	(10.3)
Circulation revenue	12,210	520	12,730	12,858	534	13,392	(5.0)	(2.6)	(4.9)
Other revenue	3,736	714	4,450	3,097	721	3,818	20.6	(1.0)	16.6
Total revenue	\$ 35,913	\$ 7,526	\$ 43,439	\$ 38,380	\$ 8,099	\$ 46,479	(6.4)	(7.1)	(6.5)
Operating earnings	\$ 2,364	\$ 702	\$ 3,066	\$ 828	\$ 761	\$ 1,589	185.5	(7.8)	93.0
<u>Broadcasting:</u>	Television	Radio	Total	Television	Radio	Total	% Change Television	% Change Radio	% Change Total
Revenue	\$ 29,960	\$ 18,522	\$ 48,482	\$ 24,492	\$ 17,961	\$ 42,453	22.3	3.1	14.2
Operating earnings	\$ 5,506	\$ 4,481	\$ 9,987	\$ 488	\$ 3,978	\$ 4,466	1,028.3	12.6	123.6
	Three Quarters of 2010 (C)			Three Quarters of 2009 (D)					
<u>Publishing:</u>	Daily Newspaper	Community Newspapers & Shoppers	Total	Daily Newspaper	Community Newspapers & Shoppers	Total	% Change Daily	% Change CN&S	% Change Total
Advertising revenue:									
Retail	\$ 43,156	\$ 15,815	\$ 58,971	\$ 47,615	\$ 18,022	\$ 65,637	(9.4)	(12.2)	(10.2)
Classified	15,277	3,421	18,698	17,109	4,065	21,174	(10.7)	(15.8)	(11.7)
National	3,584	--	3,584	3,583	--	3,583	0.0	N/A	0.0
Direct Marketing	132	--	132	543	--	543	(75.7)	N/A	(75.7)
Total advertising revenue	62,149	19,236	81,385	68,850	22,087	90,937	(9.7)	(12.9)	(10.5)
Circulation revenue	37,276	1,447	38,723	38,216	1,556	39,772	(2.5)	(7.0)	(2.6)
Other revenue	13,031	2,238	15,269	10,880	2,447	13,327	19.8	(8.5)	14.6
Total revenue	\$ 112,456	\$ 22,921	\$ 135,377	\$ 117,946	\$ 26,090	\$ 144,036	(4.7)	(12.1)	(6.0)
Operating earnings	\$ 11,318	\$ 1,760	\$ 13,078	\$ 4,073	\$ 1,271	\$ 5,344	177.9	38.5	144.7
<u>Broadcasting:</u>	Television	Radio	Total	Television	Radio	Total	% Change Television	% Change Radio	% Change Total
Revenue	\$ 87,684	\$ 50,415	\$ 138,099	\$ 77,099	\$ 48,311	\$ 125,410	13.7	4.4	10.1
Operating earnings (loss)	\$ 16,082	\$ 11,299	\$ 27,381	\$ (11,722)	\$ 6,116	\$ (5,606)	N/A	84.7	N/A
Broadcast license impairment	\$ -	\$ -	\$ -	\$ 14,845	\$ 4,130	\$ 18,975	N/A	N/A	N/A
Adjusted operating earnings	\$ 16,082	\$ 11,299	\$ 27,381	\$ 3,123	\$ 10,246	\$ 13,369	415.0	10.3	104.8

(A) 2010 third quarter: June 28, 2010 to September 26, 2010

(B) 2009 third quarter: June 29, 2009 to September 27, 2009

(C) 2010 three quarters: December 28, 2009 to September 26, 2010

(D) 2009 three quarters: December 29, 2008 to September 27, 2009

NOTE:
Publishing and broadcasting segment information is provided to facilitate comparison of our publishing and broadcasting segments results with those of other publishing and broadcasting companies and is not representative of the overall business of Journal Communications or its operating results.

Journal Communications, Inc.Reconciliation of consolidated net earnings (loss) to consolidated EBITDA (unaudited)
(dollars in thousands)

	Third Quarter (A)		Three Quarters (B)	
	2010	2009	2010	2009
Net earnings (loss)	\$ 6,295	\$ 1,825	\$ 19,698	\$ (2,886)
Loss from discontinued operations, net	-	219	624	663
Provision (benefit) for income taxes	3,767	1,362	13,168	(5,782)
Total other expense, net	971	645	2,044	2,194
Depreciation	6,134	6,437	18,632	19,549
Amortization	477	494	1,456	1,481
Broadcast license impairment	--	-	--	18,975
EBITDA	\$ 17,644	\$ 10,982	\$ 55,622	\$ 34,194

(A) 2010 third quarter: June 28, 2010 to September 26, 2010

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We define EBITDA as net earnings (loss) excluding gain/loss from discontinued operations, net, provision (benefit) for income taxes, total other expense (which is entirely comprised of interest income and expense), depreciation, amortization and, if any, non-cash impairment charges. Our management uses EBITDA, among other things, to evaluate our operating performance, and to value prospective acquisitions. EBITDA is not a measure of performance calculated in accordance with accounting principles generally accepted in the United States. EBITDA should not be considered in isolation of, or as a substitute for, net earnings as an indicator of operating performance or cash flows from operating activities as a measure of liquidity. EBITDA, as we calculate it, may not be comparable to EBITDA reported by other companies.

Journal Communications, Inc.
Calculation of Diluted Earnings Per Share - Class A and B (unaudited)
(dollars in thousands)

	Third Quarter (A)		Three Quarters (B)	
	2010	2009	2010	2009
Numerator for diluted earnings (loss) per share:				
Dividends on class A and B common stock	\$ - *	\$ - *	\$ - *	\$ 1,006 *
Dividends on class C common stock	463	463	1,391	1,391
Dividends on non-vested restricted stock	-	1	-	2
Total undistributed earnings (loss) from continuing operations				
Class A and B	5,390 *	1,457 *	17,489 *	(4,622) *
Class C	346	95	1,125	-
Non-vested restricted stock	96	28	317	-
Loss from discontinued operations				
Class A and B	-	(202)	(576)	(663)
Class C	-	(13)	(37)	-
Non-vested restricted stock	-	(4)	(11)	-
Net earnings	\$ 6,295	\$ 1,825	\$ 19,698	\$ (2,886)
Denominator for diluted earnings (loss) per class A and B share:				
Weighted average shares outstanding - Class A and B	50,866	50,500	50,755	50,363
Impact of non-vested restricted shares	-	-	-	-
Conversion of class C shares	-	-	-	-
Adjusted weighted average shares outstanding for class A and B	50,866 *	50,500 *	50,755 *	50,363 *
Diluted earnings (loss) per share of class A and B:				
Continuing operations	\$ 0.11 *	\$ 0.03 *	\$ 0.34 *	\$ (0.07) *
Discontinued operations	-	(0.01)	(0.01)	(0.01)
Net earnings (loss)	\$ 0.11	\$ 0.02	\$ 0.33	\$ (0.08)

* Included in calculation of diluted earnings per share from continuing operations - class A and B

(A) 2010 third quarter: June 28, 2010 to September 26, 2010

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Journal Communications, Inc.
Consolidated Condensed Balance Sheets
(dollars in thousands)

	September 26, 2010 (unaudited)	December 27, 2009
ASSETS		
Current assets:		
Cash and cash equivalents	\$ 3,024	\$ 3,369
Investments of variable interest entity	500	--
Receivables, net	57,845	62,543
Inventories, net	2,884	3,070
Prepaid expenses and other current assets	6,609	3,497
Syndicated programs	9,305	7,983
Deferred income taxes	3,516	4,899
Assets of discontinued operations	--	2,393
Total current assets	83,683	87,754
Property and equipment, net	189,899	201,541
Syndicated programs	3,659	3,285
Goodwill	9,098	9,098
Broadcast licenses	82,426	81,762
Other intangible assets, net	23,465	24,976
Deferred income taxes	56,049	63,368
Other assets	4,824	1,403
Total assets	\$ 453,103	\$ 473,187
 LIABILITIES AND SHAREHOLDERS' EQUITY		
Current liabilities:		
Accounts payable	\$ 23,821	\$ 23,963
Accrued compensation	11,586	13,564
Accrued employee benefits	6,591	5,642
Deferred revenue	16,122	15,353
Syndicated programs	11,105	9,944
Other current liabilities	5,844	7,437
Current portion of long-term liabilities	527	440
Liabilities of discontinued operations	--	1,296
Total current liabilities	75,596	77,639
Accrued employee benefits	60,853	63,268
Syndicated programs	5,831	6,250
Long-term notes payable to banks	112,425	151,375
Other long-term liabilities	4,980	3,580
Shareholders' equity	192,254	171,075
Noncontrolling interest	1,164	--
Total liabilities and equity	\$ 453,103	\$ 473,187