

For more information:
Sara Leuchter Wilkins
Vice President of Investor Relations and Corporate Communications
414-224-2633
swilkins@journalcommunications.com

Journal Communications Reports Fourth Quarter and Full Year 2007 Results

MILWAUKEE, WI – February 13, 2008 – Journal Communications (NYSE:JRN) today announced results for its fourth quarter and full year ended December 30, 2007.

Note that unless otherwise indicated, all comparisons are either to the fourth quarter or the full year ended December 31, 2006. Fourth quarter and full year 2006 contained an additional week.

For the fourth quarter, revenue from continuing operations of \$147.6 million decreased 15.7% compared to \$175.2 million. Revenue in the 2006 fourth quarter reflects an aggregate \$20.4 million from the estimated impact of the extra week (\$10.4 million) as well as political and issue advertising (\$10.0 million).

Earnings from continuing operations for the 2007 fourth quarter were \$10.2 million compared to \$20.0 million, a decrease of 48.8%. Net earnings were \$9.5 million compared to net earnings of \$23.4 million, a decrease of 59.5%. Basic and diluted earnings per share from continuing operations were \$0.17 and \$0.16, respectively, compared to \$0.29 and \$0.28, respectively. Basic and diluted net earnings per share were \$0.15 for both compared to \$0.34 and \$0.33, respectively.

In the fourth quarter of 2007, the Company recorded a charge for a workforce reduction at Journal Sentinel and goodwill impairment at PrimeNet (our direct marketing company), partially offset by favorable litigation-related adjustments. The unfavorable aggregate after-tax impact of these items was \$1.9 million, or \$0.03 per fully-diluted share from continuing operations.

Note that in addition to the extra week in 2006, the fourth quarter of 2006 included a gain on the sale of assets, a benefit plan curtailment and a reduction in litigation-related charges. The favorable aggregate after-tax impact of these items was \$3.5 million, or \$0.05 per fully-diluted share.

For the full year ended December 30, 2007, revenue from continuing operations of \$582.7 million decreased 7.3% compared to \$628.8 million. Revenue for the full year 2006 reflects an aggregate \$30.2 million generated from political and issue advertising (\$16.5 million), the estimated impact of the extra week (\$10.4 million) and the 2006 Winter Olympics (\$3.3 million).

Earnings from continuing operations for the full year 2007 were \$43.0 million compared to \$53.8 million, a decrease of 20.0%. The gain from discontinued operations was \$67.1 million compared to \$10.6 million. Net earnings were \$110.1 million compared to net earnings of \$64.4 million, an increase of 71.0%. Basic and diluted earnings per share from continuing operations were \$0.66 and \$0.65, respectively, compared to \$0.77 and \$0.75, respectively. Basic and diluted net earnings per share were \$1.74 and \$1.65, respectively, compared to \$0.93 and \$0.89, respectively.

For the full year 2007, the Company recorded the fourth quarter 2007 items noted above as well as gains on the sale of assets. The unfavorable aggregate after-tax impact of these items was \$0.7 million, or \$0.01 per fully-diluted share.

For the full year 2006, in addition to the extra week, the Company recorded a number of unusual items. The favorable aggregate after-tax impact of these items was \$1.0 million, or \$0.01 per fully-diluted share.

“We faced a number of challenges in 2007 as the adverse effects of an off-cycle year for political and issue advertising, reduced spending by the domestic auto industry, the impact of a broad downturn in real estate and the shift of certain advertising to the internet negatively affected our operating results,” said Steven J. Smith, chairman and chief executive officer of Journal Communications. “Within this difficult environment we concentrated on expense control and efficiency throughout our operations while pursuing digital and new media initiatives. We also continued our strategic focus on local markets by divesting non-core assets, including the sale of Norlight Telecommunications and selected Journal Community Publishing clusters.

“At Journal Broadcast Group, developmental revenue continued to grow, increasing 17% for the year. Local spot revenue in television was up 3% excluding the 2006 extra week, political revenue and the addition of KPSE-TV in our Palm Springs market. We are also encouraged by the growth of our television ratings in Las Vegas, Tucson and Omaha.

“Journal Sentinel focused on tight cost control, underscored by a 6% workforce reduction late in 2007 and a decrease in annual expenses. Additionally, Journal Interactive revenue grew 41% during the year to \$13.4 million and commercial print revenue was up 52% to \$6 million.

“Interactive revenues across our business remain strong, up 61% in 2007. Also, IPC, our printing services business, had a particularly successful year, posting solid growth in operating earnings.

“We continue to emphasize growing advertising share in our excellent line-up of Journal markets. Our publications and broadcast programming remain highly relevant in each of our local markets and are increasingly digital, interactive and mobile. We are growing our non-traditional revenue streams in both publishing and broadcasting, adjusting our cost platforms and looking to deepen and expand our presence in our local markets.”

Consolidated

For the fourth quarter, revenue from continuing operations of \$147.6 million decreased 15.7% compared to \$175.2 million. Excluding the 2006 extra week and political and issue advertising (\$0.5 million in 2007 and \$10.0 million in 2006), revenue from continuing operations decreased

5.0%. Operating earnings decreased 51.1% to \$18.0 million. Operating earnings margin was 12.2% compared to 21.0%. EBITDA (net earnings excluding the gain/loss from discontinued operations, net; total other expense, net; provision for income taxes; depreciation; and amortization) of \$25.3 million decreased 43.7% compared to \$44.9 million.

For the full year, revenue from continuing operations of \$582.7 million decreased 7.3% compared to \$628.8 million. Excluding the 2006 extra week, political and issue advertising (\$2.1 million in 2007 and \$16.5 million in 2006), the net change in litigation-related advertising credits (\$0.6 million in 2007 and \$4.0 million in 2006) and the 2006 Winter Olympics (\$3.3 million), revenue from continuing operations decreased 3.7%. Operating earnings decreased 24.7% to \$78.8 million. Operating earnings margin was 13.5% compared to 16.6%. EBITDA of \$108.2 million decreased 19.1% compared to \$133.7 million.

Publishing

For the fourth quarter, publishing revenue decreased 13.9% to \$66.9 million. This compares to \$77.8 million. Excluding the 2006 extra week (\$4.9 million), publishing revenue in the fourth quarter decreased 8.1%, largely due to continued weakness in retail and classified advertising.

Operating earnings from publishing decreased 45.7% to \$6.1 million, including a charge of \$3.1 million related to a workforce reduction. This compares to \$11.1 million in the fourth quarter of 2006. Excluding the 2006 extra week (\$1.1 million) and the charge for the workforce reduction, operating earnings decreased 8.9%.

For the full year, publishing revenue decreased 6.5% to \$266.1 million. This compares to \$284.7 million. Excluding the 2006 extra week and the litigation-related advertising credits (\$0.6 million in 2007 and \$4.0 million in 2006), revenue decreased 6.4%, largely due to the year-long slump in retail and classified advertising.

Operating earnings from publishing decreased 11.3% to \$30.7 million compared to \$34.6 million. Excluding the extra week, litigation-related costs (\$1.2 million of earnings increase in 2007 and \$5.7 million earnings charge in 2006) and the charge for the workforce reduction, operating earnings decreased 17.0%.

Broadcasting

For the fourth quarter, broadcasting revenue decreased 19.2% to \$56.7 million. This compares to \$70.2 million. Excluding the 2006 extra week (\$3.6 million) and political and issue advertising (\$0.6 million in 2007 and \$10.0 million in 2006), revenue decreased 0.7%. Broadcasting operating earnings of \$10.3 million were down 55.2% compared to \$23.1 million.

For the full year, broadcasting revenue decreased 8.6% to \$218.1 million. This compares to \$238.5 million. Excluding the 2006 extra week, political and issue advertising (\$2.1 million in 2007 and \$16.5 million in 2006) and \$3.3 million generated from the 2006 Winter Olympics, revenue increased 0.4%. Broadcasting operating earnings of \$41.3 million were down 37.2% compared to \$65.9 million.

For the fourth quarter, revenue from television stations decreased 22.1% to \$35.3 million compared to \$45.4 million. Excluding the 2006 extra week (\$2.4 million) and political and issue advertising (\$0.4 million in 2007 and \$9.1 million in 2006), revenue increased \$1.0 million. Operating earnings from television stations decreased 64.8% to \$4.9 million compared to \$14.0 million, largely reflecting the declines in revenue.

For the full year, revenue from television stations decreased 11.2% to \$134.1 million compared to \$151.0 million. Excluding the 2006 extra week, political and issue advertising (\$1.3 million in 2007 and \$14.6 million in 2006) and 2006 Winter Olympic advertising revenue, revenue increased \$2.1 million. Operating earnings from television stations decreased 47.1% to \$20.5 million compared to \$38.8 million.

For the fourth quarter, revenue from radio stations of \$21.4 million was down 13.8% compared to \$24.8 million. Excluding the 2006 extra week (\$1.2 million) and political and issue advertising (\$0.2 million in 2007 and \$1.0 million in 2006), revenue decreased \$1.4 million. Operating earnings from radio stations of \$5.4 million decreased 40.6% compared to \$9.1 million. Excluding the 2006 gain on the sale of KBBX-FM (\$2.5 million), operating earnings decreased 18.3%.

For the full year, revenue from radio stations of \$84.1 million was down 3.9% compared to \$87.5 million. On a same-station basis (excluding revenue generated by KBBX-FM, which was sold in September 2006 and KOMJ-AM, which was sold in early 2007), radio revenue decreased 2.5%. Excluding the 2006 extra week and political and issue advertising (\$0.9 million in 2007 and \$1.9 million in 2006), revenue decreased \$1.2 million. Operating earnings from radio stations of \$20.8 million decreased 23.1% compared to \$27.1 million. Excluding the gain on the sale of KBBX-FM, operating earnings decreased 15.3%.

Printing Services

For the fourth quarter, revenue from printing services decreased 4.6% to \$17.6 million from \$18.5 million. Excluding the extra week (\$1.4 million), revenue increased 3.1%. Operating earnings from printing services increased 30.5% to \$1.5 million compared to \$1.2 million, due to production efficiencies and a change in business mix.

For the full year, revenue from printing services increased 3.6% to \$69.4 million from \$67.0 million, largely due to increased business from existing customers and new accounts. Excluding the extra week, revenue increased 5.8%. Operating earnings from printing services increased 128.2% to \$5.9 million compared to \$2.6 million.

Other

For the fourth quarter, revenue for "Other" of \$6.3 million decreased 28.0% compared to revenue of \$8.7 million due to softness in the mailing services part of our direct marketing business. "Other" operating earnings were \$57,000. This compares to \$1.4 million, which included the gain from the sale of a garage property and a benefit plan curtailment gain.

For the full year, revenue for "Other" of \$29.1 million decreased 24.6% compared to revenue of \$38.5 million. "Other" operating earnings were \$0.8 million. This compares to \$1.6 million, which included the above mentioned items.

Discontinued Operations

The operating results and gain/loss on sales of our former New England, Ohio and Louisiana community publishing and printing clusters (which were sold during the summer of 2007), Norlight Telecommunications, Inc. (which was sold in February 2007) and NorthStar Print Group (which was sold in January 2005) are classified as discontinued operations, net of tax. For the fourth quarter 2007, the loss from discontinued operations was \$0.8 million compared to a gain of \$3.4 million. Included within discontinued operations in fourth quarter 2007 is a reserve of \$0.6 million for potential environmental charges related to NorthStar.

For the full year 2007, the gain from discontinued operations was \$67.1 million. This compares to \$10.6 million, which included a \$1.0 million loss from a purchase price adjustment related to the January 2005 sale of NorthStar Print Group. Included within discontinued operations in 2007 is a \$62.0 million gain on the sale of Norlight.

Non-Operating Items

For the fourth quarter, other expense, which primarily consists of interest expense, decreased \$1.8 million to \$2.3 million. For the full year, other expense decreased \$6.4 million to \$9.1 million. The decrease is attributable in large part to a decrease in debt outstanding, which was reduced with the proceeds from the sale of Norlight and several community newspaper and shopper clusters, partially offset by expenses related to the repurchases of the Company's common stock during the year.

Stock Repurchase Program

During the fourth quarter 2007, the Company repurchased 2,581,100 of its class A shares. Through December 30, 2007, the Company had repurchased a total of 15,872,400 shares of its common stock, of which 12,672,400 were class A shares. Through February 8, 2008, the Company had repurchased a total of 17,324,200 shares of its common stock.

First Quarter 2008 Outlook

For the first quarter of 2008, Journal Communications currently anticipates that its publishing revenues will be down compared to the prior year, reflecting continued challenges in classified advertising, partially offset by continued strength in online, commercial printing and commercial distribution. Both radio and television revenues are expected to be down slightly.

Webcast of Conference Call

A live webcast of the fourth quarter conference call will be accessible through www.journalcommunications.com/investors beginning at 10:00 a.m. CT this morning. An archive of the webcast will be available on this site today through February 27. To access the call, dial (888) 680-0879 (domestic) or (617) 213-4856 (international) at least 10 minutes prior to the scheduled 10:00 a.m. CT start. The access code for the conference call is 71559443. Replays of the conference call will be available February 13 through February 15. To hear the replay, dial (888) 286-8010 (domestic) or (617) 801-6888 (international) at least one hour after the completion of the call. The access code for the replay is 93806606. Pre-registration for the conference call is now available on the Journal Communications' website, www.journalcommunications.com/investors.

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 our most recent Annual Report on Form 10-K and on page 14 of our most recent Quarterly Report on Form 10-Q, each as 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 publishing, radio and television broadcasting, interactive media and printing services. We publish the Milwaukee Journal Sentinel, which serves as the only major daily newspaper for the Milwaukee metropolitan area, and 49 community newspapers and shoppers in Wisconsin and Florida. We own and operate 35 radio stations and 11 television stations in 12 states and operate an additional television station under a local marketing agreement. Our interactive media assets include 96 online enterprises that are associated with our daily and community newspapers and television and radio stations. We also provide a wide range of commercial printing services – including printing of publications, professional journals and documentation material – and operate a direct marketing services business.

Tables Follow