

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2005-05-02** | Period of Report: **2005-04-28**
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ISSUER

JOURNAL COMMUNICATIONS INC

CIK: **1232241** | IRS No.: **200020198** | Fiscal Year End: **1231**
SIC: **2711** Newspapers: publishing or publishing & printing

Business Address
333 WEST STATE STREET
MILWAUKEE WI 83203

REPORTING OWNER

PEIRCE ROGER D

CIK: **1222853**
Type: **4** | Act: **34** | File No.: **001-31805** | Film No.: **05790404**

Mailing Address
12352 N. FAIRWAY DRIVE
MEQUON WI 53092

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person PEIRCE ROGER D			2. Issuer Name and Ticker or Trading Symbol JOURNAL COMMUNICATIONS INC [JRN]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input type="checkbox"/> Officer (give title) <input type="checkbox"/> Other (specify below)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 04/28/2005			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
12352 N. FAIRWAY HEIGHTS DR.			4. If Amendment, Date Original Filed(Month/Day/Year)					
(Street) MEQUON, WI 53092								
(City)	(State)	(Zip)						

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock								3,000 ⁽¹⁾	D	

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Class B Common Stock ⁽²⁾	⁽³⁾	04/28/2005		<u>A</u> ⁽⁴⁾		3,000		⁽³⁾	⁽³⁾	Class A Common Stock	3,000	\$ 0	3,000 ⁽²⁾	D	
Class B Common Stock ⁽²⁾	\$ 0 ⁽³⁾							⁽³⁾ ⁽⁵⁾	⁽³⁾ ⁽⁵⁾	Class A Common Stock	1,500		1,500 ⁽²⁾	D	

Class B Common Stock Option (right to buy) ⁽²⁾	\$18.4							(6)	10/23/2010	Class B Common Stock ⁽³⁾	5,000		5,000 ⁽²⁾	D
Class B Common Stock Option (right to buy) ⁽²⁾	\$17.44							(6)	05/03/2011	Class B Common Stock ⁽³⁾	5,000		5,000 ⁽²⁾	D

Explanation of Responses:

1. Of this amount, 1,000 shares are held in a KEOGH Account.
2. On April 28, 2005, Journal Communications, Inc. filed Amended and Restated Articles of Incorporation that combined the Class B-1 Common Stock and Class B-2 Common Stock into a single class of Class B Common Stock.
3. The Class B Common Stock is convertible into Class A Common Stock (subject to certain limitations specified in the Issuer's Amended and Restated Articles of Incorporation) on a 1-for-1 basis at no cost.
4. Grant of stock to directors under the Journal Communications, Inc. 2003 Equity Incentive Plan.
5. Grant to reporting person of restricted stock under the Journal Communications, Inc. 2003 Equity Incentive Plan. The restricted stock is fully vested on the third anniversary of the date of grant.
6. Grant to reporting person of option to buy shares of Class B Common Stock under the Journal Communications, Inc. 2003 Equity Incentive Plan. The option will vest on the first anniversary of the date of grant.

Signatures

By: Russell E. Ryba, Attorney-In-Fact

** Signature of Reporting Person

05/02/2005

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.