

**Title:** Journal Communications Collection

**Call Number:** Mss-2240

**Inclusive Dates:** 1850-2017

**Bulk:** 7.7 cubic feet

**Location:** WHN, Sh. J094F-J094H  
WHS, Sh. D042-D057 (87 volumes)  
MV, F22 (5 items)  
MV, F24 (1 item)  
OS SM "M" (1 item)  
OS SM "R" (2 items)

**Historical Note:** Journal Communications (formerly the Journal Company) was founded in 1882 with the formation of *The Daily Journal* by Peter V. Deuster. Lucius W. Nieman became the editor and half owner on December 11, 1882. The paper's first location was at the Seebote Building, 96 Mason Street. The newspaper changed its name to the *Milwaukee Journal* in 1885. Journal Communications created WTMJ Communications Inc. on July 25, 1927. It started with radio broadcasting on WTMJ AM. In 1947 the Journal Company first brought television to Wisconsin (WTMJ – TV). On June 1, 1959, WMTJ – FM began broadcasting. Journal Communications bought the Milwaukee Sentinel in 1962, and the two newspapers were merged into the *Milwaukee Journal Sentinel* in 1995. In 2014 Journal Communications was sold to the E. W. Scripps Company, based in Cincinnati, Ohio. The Journal Media Group, Inc. was formed to take over former Scripps Company and Journal Communications newspapers and continue to operate in Milwaukee. The merger was closed on April 1, 2015. The Gannett Company bought the Journal Media group on April 18, 2016 and is the current owner of the *Milwaukee Journal Sentinel* (though MNG Enterprises offered to buy Gannett in January 2019).

*The Milwaukee Sentinel* was first published—with funds provided by Solomon Juneau—in June 1837. It became one of the city's most influential daily newspapers. The Hearst Corporation bought the paper in 1924 but sold it to the Journal Company in 1962 after a costly strike.

**Access and Use:** No restrictions

**Language:** English

**Arrangement:**

The collection is divided into four series:

1. Journal Communications, 1980 – 2017
2. Milwaukee Journal, 1850-1994
3. Milwaukee Sentinel, 1872-1992
4. Journal/Newspaper Guilds, 1943-2013

**Administrative Note:**

This collection was formed in 2019 by combining all media sources owned by Journal Communications. Collections Mss-2324 – Milwaukee Sentinel, Mss-2339 – Journal Sentinel Inc. and three folders were pulled from the Media Collection (Mss-2254) and are now combined as different series within Mss-2240. The current arrangement was created by Tia Stenson.

**Arrangement:**

| <b>File Headings</b>  | <b>Box #</b> | <b>File #</b> |
|---|--------------|---------------|
| <b>Series 1: Journal Communications, 1980-2017</b>  |              |               |
| Annual Reports, 1989-1994   | 1            | 1             |
| Annual Reports, 1995, 1997-2000, 2002   | 1            | 2             |
| Annual Reports, 2003-2006   | 1            | 3             |
| Annual Reports, 2008-2011   | 1            | 4             |
| Annual Reports, 2012-2013, 2016   | 1            | 5             |
| Correspondence, 1995-1998, 2001, 2003, 2007, 2009-2010, 2014  | 1            | 6             |
| Correspondence, Stock, 1995-1996, 2003  | 1            | 7             |
| Customer Service and Retention Study, undated   | 1            | 8             |
| Demographic and Trends Research, 1995-1999  | 1            | 9             |
| Employee Documents, 1996, 2008-2009   | 1            | 10            |
| Employee Stock, Purchase Plan Prospective, 2003   | 1            | 11            |
| The E. W. Scripps Company Notice of Meetings, 2014, 2017  | 1            | 12            |
| Joint Proxy Statement of Journal Communications, Inc. and Journal Employees' Stock Trust and Prospectus of the Journal Company, 2003  | 1            | 13            |
| Journal Communications, Inc. Company Profile, 2003  | 1            | 14            |
| Journal Communications, Inc. Proxy Statement for Annual Meeting of Stakeholders, 2002-2003  | 1            | 15            |
| Journal Media Group, Inc. Common Stock, 2015  | 1            | 16            |
| Milwaukee Journal Sentinel Audit Report, 2006   | 1            | 17            |
| Milwaukee Journal Sentinel Reader Study, 1995   | 1            | 18            |
| Miscellaneous, 2003   | 1            | 19            |
| Newsletter, "The Milwaukee Journal/Milwaukee Sentinel Alumni", 1998-2009  | 1            | 20            |
| Newspaper Content Documents, undated  | 1            | 21            |
| Newspaper in Education, Activity Guides/Manuals, 1982, 1984 <ul style="list-style-type: none"> <li>- The Anatomy of a Newspaper by Kathryn McAuley, 1982</li> <li>- Chapter 11: The Parts of a Newspaper</li> <li>- Chapter 12: Writing a Newspaper Editorial</li> <li>- How to Write for a Newspaper (2 copies)</li> <li>- Sample Bulletin Board Idea: Sentence Sort</li> <li>- Newspaper in Education Week: A Curriculum Guide,</li> <li>- Reading Activities Using the Newspaper</li> <li>- What's in the Name? A Newspaper in Education Activity</li> <li>- Newspaper Learning Stations</li> <li>- Grade school Newspaper Activities</li> <li>- Using the Newspaper to Teach Secondary Language Arts, by Dr. John E. Guenther, and Dr. John H. Bushman, 1984</li> <li>- Wisconsin Newspaper Committee: Newspaper in Education</li> <li>- Open a New World! A guide to using the newspaper with preschoolers and kindergarten-age children</li> <li>- Elementary Reading Skills via the Newspaper</li> <li>- Newspaper in Education, Ten Projects</li> <li>- Instructional Material Using the Newspaper for grades 1 through 12</li> </ul> | 1            | 22            |

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| Newspaper in Education, Activity Cards, undated  | 1 | 23 |
| Notes, Stock, undated  | 1 | 24 |
| Notice of Annual Meeting of Shareholders, 1992, 1994, 1999, 2001, 2004, 2007-2008, 2010-2014   | 2 | 1  |
| Publications, 1980, 1993, 1995, 1998-1999, 2002 <ul style="list-style-type: none"> <li>- Take a closer look, 1989</li> <li>- Telephone Directory, Rev. November 1993</li> <li>- Neighbors, General Rates, Rev. 7/10/1995</li> <li>- Milwaukee Journal Sentinel Board Reports, September 1998</li> <li>- Journal Sentinel Ink, Vol. 7, No. 9, March 5, 1999</li> <li>- Journal Sentinel Ink, Vol. 7, No. 37, September 17, 1999</li> <li>- Inside Journal Communications, Spring 2002</li> <li>- Unitholders United: Extra Kahlor Confiscates Mail of Employees, undated</li> <li>- Unitholders United: Shareholders Meeting – No Shareholders Allowed, undated</li> <li>- Thinking Ahead: Meeting the challenges for tomorrow’s newspapers, undated</li> <li>- Dateline Milwaukee, undated</li> </ul>  | 2 | 2  |
| Quality Survey Results, 1994   | 2 | 3  |
| Take Control with Financial Strategies, Presentation Slides, 2003  | 2 | 4  |
| WTMJ – Radio, 1932, 1934, 1936, 1951, 1967, 1991   | 2 | 5  |
| WTMJ – TV, 1937, 1951 - 1954, 1961, 1967, 1976-1977, 1979, 1981, 1994  | 2 | 6  |
| WKTI – Radio   | 2 | 6A |
|  |   |    |
| <b>Series 2: Milwaukee Journal Collection, 1850-1994</b>   |   |    |
| Annual reports, 1891; 1952; 1961   | 4 | 1  |
| Booklets, published re <i>Milwaukee Journal</i> <ul style="list-style-type: none"> <li>- <i>Behind the Scenes at the Milwaukee Journal</i> (3 separate booklets)</li> <li>- <i>Fly Me to The Moon</i> collection of articles by Harry S. Pease</li> <li>- Wisconsin on Parade 1882-1982</li> <li>- <i>The Milwaukee Journal...a bit of its history and a glimpse into the making of Wisconsin’s foremost newspaper</i>, 1948</li> <li>- <i>Intercom</i>, Christmas 1976</li> <li>- <i>Intercom: A Publication of the Journal Company</i>, Vol. 5, No. 7, December 1980</li> <li>- <i>The Journal’s Radio City</i>, n.d</li> <li>- <i>On the Way where and to whom</i>, 1934</li> <li>- <i>Journalism as a Profession</i>, 1953</li> <li>- <i>Six Decades: The News in Pictures</i>, 1976</li> <li>- <i>The Milwaukee Journal Radio Log</i>, ca. 1922, 1929, ca. 1938</li> <li>- <i>Welcome to the Journal</i>, 1882</li> <li>- <i>Investing in Journal Stock</i>, undated</li> </ul> | 4 | 2  |
| Booklets, published – Miscellaneous <ul style="list-style-type: none"> <li>- <i>Are We Going Places</i>, 1952</li> </ul>   | 4 | 3  |

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|---|---|----|
| <ul style="list-style-type: none"> <li>- A Collection of Notable Quotations About Newspapers and Freedom of the Press,” ca. 1970</li> <li>- <i>The Milwaukee Newspaper Circulation Controversy</i>. Official Stenographer’s Report., 1899</li> <li>- <i>Production Methods for Better ROP Color in Newspapers</i>, 1955</li> <li>- <i>That Body of Yours</i> by Dr. James W. Barton, published by <i>Journal Public Service Bureau</i>, 1930</li> <li>- A Good Paper Pays Off, ca 1950</li> <li>- List of Grocers in Greater Milwaukee Routed by Wards and Suburbs, 1939</li> <li>- The Truth About Taxes in Wisconsin, 1926</li> <li>- The Facts About Wisconsin Institutions (3 copies)</li> <li>- How to Make Milwaukee a Better Community in Which to Live (3 copies), 1942</li> <li>- Glimpses of an Earlier Milwaukee by Bill Hooker, 1929</li> <li>- The Crucible by George Nuesse, ca. 1912</li> <li>- The Best of Davis: Selections from the Writings of Richard S. Davis, 1961</li> <li>- <i>Wisconsin On Parade</i>, Centennial Souvenir, 1982 (2 copies)</li> <li>- <i>The Milwaukee-Wisconsin Market: Population, Homes, Income, Employment, Retail Sales and Outlets</i>, 1955</li> <li>- Directory of Volunteer Opportunities in the Greater Milwaukee Area, n.d.</li> </ul> |   |    |
| <p>Booklets, published re Sports, Tourism, Nature</p> <ul style="list-style-type: none"> <li>- Al’s Run Kit, Milwaukee County Journal, 1990</li> <li>- Golfax by Billy Sixty</li> <li>- Boys’ and Girls’ Camps in Wisconsin, 1950</li> <li>- Official Paved Road Map of the United States and Canada</li> <li>- Interesting One-Day and Week-End Trips Around Wisconsin, 1950 (2 copies)</li> <li>- Wisconsin Wild Flowers, 1927 (2 copies)</li> <li>- Wisconsin Birds, 1927 (2 copies, 1 separate version)</li> <li>- Favorite Fishing Spots Near Milwaukee, 1954</li> <li>- The Call of the Open Road: Wisconsin Highway Guide, 1932</li> <li>- Wisconsin’s Water Problem, 1957</li> <li>- Historic Landmarks of Wisconsin, 1962 (2 copies)</li> <li>- 1957 World Series</li> <li>- Journal Tour Club Bulletin, undated</li> <li>- Wisconsin and Milwaukee Metropolitan Area Map, 1932</li> <li>- The Milwaukee Journal’s Guide to Wisconsin Attractions, 1972</li> </ul>   | 4 | 4  |
| Calendars, 1894, 1940, 1964, 1966, 1967   | 4 | 5  |
| Milwaukee Market Analysis, 1982, 1987-1988, 1992  | 4 | 6  |
| Content Audit, 1993   | 4 | 7  |
| Correspondence, 1926; 1938; 1961, 1967, 1993  | 4 | 8  |
| Correspondence, Suburban Committee, 1985-1986   | 4 | 9  |
| Correspondence, Suburban Committee, Tom Barber, 1985  | 4 | 10 |

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| Correspondence, Suburban Committee, Bob Barewald, undated  | 4 | 11 |
| Correspondence, Suburban Committee, Jeff Browne, undated   | 4 | 12 |
| Correspondence, Suburban Committee, Doris Hajewski, 1985   | 4 | 13 |
| Correspondence, Suburban Committee, Tom Heien, undated   | 4 | 14 |
| Correspondence, Suburban Committee, Pierre-Rene Noth, 1985   | 4 | 15 |
| Correspondence, Suburban Committee, Joe Shoquist, 1985   | 4 | 16 |
| Employee Related Material, 1941, 1983, 1987  | 4 | 17 |
| Histories <ul style="list-style-type: none"> <li>- The First 100 Years 1882-1982 centennial packet (2 copies)</li> <li>- Milwaukee Journal from the American Mercury, August 1950 by Chet Vonier</li> <li>- The Idea of the Journal, 1924 (3 copies)</li> <li>- Exclusively Yours, Vol. 47, No. 8, June 1994</li> <li>- Irwin Maier's remarks at the traditional Publisher's Luncheon, December 30, 1969</li> <li>- November 16, 1932 issue of Milwaukee Journal ("Journal Completes Fifty Years Under One Editor")</li> <li>- The History of WTMJ-TV, 1947-1977 by Dan Vnuk (2 copies)</li> <li>- The Journal Company's Historic Involvement in Radio and Television, ca. 1982</li> </ul>   | 4 | 18 |
| Milwaukee Journal, Reproductions <ul style="list-style-type: none"> <li>- Reproduction of Vol. 1, No. 1 of The Daily Journal, Nov. 16, 1882 (3 copies)</li> </ul>  | 4 | 19 |
| Milwaukee Journal, special editions <ul style="list-style-type: none"> <li>- Nov. 1850 issue of Milwaukee Journal</li> </ul>   | 4 | 20 |
| Miniature newspapers, 1960, April 3, 1961; Feb. 6, 1963; 1969; May 13, 1983, July 5, 1992, 1997, 2000, 2002, 2007, 2012, n.d.  | 4 | 21 |
| Miscellaneous, 1924-1925, 1940, 1945, 1951, 1953-1954, 1961, 1965, 1967-1968 <ul style="list-style-type: none"> <li>- Theta Sigma Phi publicity workshop kit, 1965</li> <li>- Carrier receipt</li> <li>- Programs <ul style="list-style-type: none"> <li>o Thanksgiving Day Exhibition, 1940</li> <li>o First Annual Milwaukee Journal Indoor Games, 1951</li> <li>o Milwaukee Journal Music Festival at County Stadium, ca 1953</li> <li>o Metropolitan Art Museum \$1,000,000 Masterpiece Exhibition, 1953</li> </ul> </li> <li>- Advertising rates</li> <li>- Bicentennial poster</li> <li>- 150,000 or Bust! (Publication for newsboys, 1918)</li> <li>- Elevator Inspection certificates, 1924-1925</li> <li>- Activities directory for Milwaukee teens, 1968 (2 copies)</li> <li>- Metal engraving: Guide to the Milwaukee Area</li> <li>- Emergency Press sign, August 14, 1945</li> <li>- Bill to Layton School of Art, 1967</li> <li>- "The Fair Lady of Milwaukee" Time, February 1, 1954</li> </ul> | 4 | 22 |

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|---|---|-----------------|
| - 30 <sup>th</sup> Annual Newspaper National Snapshot Awards Brochure, 1968   |   |                 |
| - "Remember When..." Brochure, undated  |   |                 |
| - The Municipality, March 1961  |   |                 |
| As the Journal told it: Selections from past issues of the Milwaukee Journal, vol. 2 (2 copies) and vol. 4 (See library collection for vols. 1-4) | 4 | Loose           |
| Fountains in Contemporary Architecture, 1965  | 4 | Loose           |
|   |   |                 |
| <b>Series 3: Milwaukee Sentinel, 1872-1992</b>  |   |                 |
| History, 1965, 1987   | 2 | 7               |
| Events Sponsored, 1943  | 2 | 8               |
| Forum for Progress, 1964-1965, 1967, 1973   | 2 | 9               |
| Sentinel Insurance Fliers, undated  | 2 | 10              |
| Milwaukee Sentinel Composers Union Ledger with Minutes and Finances 1872-1875   | 2 | 11              |
| Articles and Columns Reprinted from the Sentinel, 1953, 1955  | 3 | 1               |
| Promotional Material and Advertising, 1945  | 3 | 2               |
| Sentinel Publications (Atlases and Almanacs), 1875, 1884, 1927  | 3 | 3               |
|   |   |                 |
| <b>Series 4: Journal/Newspaper Guilds, 1943</b>   |   |                 |
| Journal Guild Unit Documents, 1943  | 3 | 4               |
| Fifty One: The Milwaukee Newspaper Guild Newsletter, 1985, 1992, 1995-1996, 1999-2001, 2008, 2010, 2012-2013                                      | 3 | 5               |
| Milwaukee Newspaper Guild Bargaining Report, 1984-1985  | 3 | 6               |
| Milwaukee Newspaper Guild Correspondence, 1983-1985, 2009-2010  | 3 | 7               |
| Milwaukee Newspaper Guild Miscellaneous, 1983-1985, 1995  | 3 | 8               |
| Milwaukee Newspaper Guild Organizing Bulletin, 1983-1984  | 3 | 9               |
| Milwaukee Newspaper Guild Special Election Bulletin, 1984   | 3 | 10              |
| Open Line: Information from the Editors on the Issues of the Guild, undated   | 3 | 11              |
|   |   |                 |
| <b>Series 2 (continued): Milwaukee Journal Collection</b>   |   |                 |
| Consumer Analysis, 1924-1949  | 5 |                 |
| Consumer Analysis, 1950-1960  | 6 |                 |
| Consumer Analysis, 1961-1979  | 7 |                 |
| Consumer Analysis, 1979-1997  | 8 |                 |
| Consumer Analysis, 1998-2003  | 9 |                 |
|   |   |                 |
| <b>Oversize Items</b>   |   | <b>Location</b> |
| Journal's Handy Atlas, 1899   |   | OS SM "M"       |
| Milwaukee Sentinel, Friday May 24, 1940 and Thursday October 14, 1954   |   | OS SM "R"       |
| "Portrait of a Paper," 75th anniversary, 1969   |   | MV, F22         |
| "Milwaukee is Mighty," ca.1955  |   | MV, F22         |
| "Your Milwaukee...Moving Ahead," 1965   |   | MV, F22         |
| "99 plus your 50 Nifty Things About Milwaukee," 1979  |   | MV, F22         |
| 150 <sup>th</sup> anniversary issue, 1987   |   | MV, F22         |
| Milwaukee Sentinel, Annual Trade Review Supplement, January 1, 1920   |   | MV, F24         |

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| <b>Bound volumes of <i>Milwaukee Sentinel</i>, 1840-1885, 1898, 1934-1937, 1943, 1945</b> | WHS, Sh.<br>D042-D057 |