

**Title:** Journal Communications Collection

**Call Number:** Mss-2240

**Inclusive Dates:** 1850-2017

**Bulk:** 9.4 cubic feet

**Location:** WHN, Sh. J094F-J094H  
WHS, Sh. D042-D057 (87 volumes)  
LM, Sh. 166 (0.4 cu. ft.)  
RC21B, Sh. 001 (0.2 cu. ft.)  
MV, F22 (36 items)  
MV, F24 (1 item)  
OS SM "M-1" (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 the 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 Sentinel, 1872-1992
3. Milwaukee Journal, 1850-1994
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
Event Sponsorship Kits, 1995	1	
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> </ul>	1	22

<ul style="list-style-type: none"> <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>		
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
Sales & Promotion Staff	2	4
Take Control with Financial Strategies, Presentation Slides, 2003	2	5
WTMJ – Radio, 1932, 1934, 1936, 1951, 1967, 1991	2	6
WTMJ – TV, 1937, 1951 - 1954, 1961, 1967, 1976-1977, 1979, 1981, 1994	2	7
WKTJ – Radio	2	8
<b>Series 2: Milwaukee Sentinel, 1872-1992</b>		
History, 1924-1993	3	1
Events Sponsored, 1943	3	2
Forum for Progress, 1964-1965, 1967, 1973	3	3
Sentinel Insurance Fliers, undated	3	4
Milwaukee Sentinel Composers Union Ledger with Minutes and Finances 1872-1875	3	5
Articles and Columns Reprinted from the Sentinel, 1953-1975	3	6
Promotional Material and Advertising, 1945, undated	3	7
Sentinel Publications (Atlases and Almanacs), 1875, 1884, 1927	3	8
“All Hands” Newsletter, 1969-1981	3	9
“FYI” Newsletter, 1984-1986	3	10
<b>Series 3: Milwaukee Journal Collection, 1850-1994</b>		
Annual reports, 1891; 1952; 1961	4	1
Booklets, published re <i>Milwaukee Journal</i>	4	2

<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>- <i>Wisconsin on Parade</i> 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> <li>- <i>Dear Mrs. Griggs</i>, 1980</li> </ul>		
<p>Booklets, published – Miscellaneous</p> <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</i> Public Service Bureau, 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>- <i>1001 House Hold Hints</i>, ca. 1936</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> <li>- <i>Going Home</i> (study of Milwaukee newspapers), ca. 1937</li> <li>- <i>The Milwaukee Journal World Sport Record Book</i>, 1928</li> </ul>	4	3
<p>Booklets, published – reprint of Journal articles</p> <ul style="list-style-type: none"> <li>- “Users &amp; Losers,” 1978</li> <li>- “Drink, Drank, Drunk,” 1978</li> <li>- “Challenge to the North,” 1978</li> </ul>	4	4

<ul style="list-style-type: none"> <li>- "Picking Your Job," 1937</li> <li>- "It's Your Right to Know," 1951 The Facts About Wisconsin Institutions (3 copies)</li> <li>- <i>Are We Going Places</i>, 1952</li> </ul>		
Booklets, published re Sports, Tourism, Nature <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	5
Calendars, 1894, 1940, 1964, 1966, 1967, 1969	4	6
Milwaukee Market Analysis, 1982, 1987-1988, 1992	4	7
Content Audit, 1993	4	8
Correspondence, 1926; 1938; 1961, 1967, 1993	4	9
Correspondence, Suburban Committee, 1985-1986	4	10
Correspondence, Suburban Committee, Tom Barber, 1985	4	11
Correspondence, Suburban Committee, Bob Barewald, undated	4	12
Correspondence, Suburban Committee, Jeff Browne, undated	4	13
Correspondence, Suburban Committee, Doris Hajewski, 1985	4	14
Correspondence, Suburban Committee, Tom Heien, undated	4	15
Correspondence, Suburban Committee, Pierre-Rene Noth, 1985	4	16
Correspondence, Suburban Committee, Joe Shoquist, 1985	4	17
Employee Related Material, 1941, 1983, 1987	4	18
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> </ul>	4	19

- The Journal Company's Historic Involvement in Radio and Television, ca. 1982		
Journal Awards, ca. 1918-1968	4	20
Milwaukee Journal, Reproductions	4	21
- Reproduction of Vol. 1, No. 1 of The Daily Journal, Nov. 16, 1882 (3 copies)		
Milwaukee Journal, special editions	4	22
- Nov. 1850 issue of Milwaukee Journal		
Miniature newspapers, 1960, April 3, 1961; Feb. 6, 1963; 1967; 1969; May 13, 1983, July 5, 1992, 1997, 2000, 2002, 2007, 2012, n.d.	4A	1
Miscellaneous, 1918-1976	4A	2
- Theta Sigma Phi publicity workshop kit, 1965		
- Carrier receipt		
- Programs		
o Thanksgiving Day Exhibition, 1940		
o First Annual Milwaukee Journal Indoor Games, 1951		
o Milwaukee Journal Music Festival at County Stadium, ca 1953		
o Metropolitan Art Museum \$1,000,000 Masterpiece Exhibition, 1953		
- Advertising rates		
- Bicentennial poster		
- 150,000 or Bust! (Publication for newsboys, 1918)		
- Elevator Inspection certificates, 1924-1925		
- Activities directory for Milwaukee teens, 1968 (2 copies)		
- Metal engraving: Guide to the Milwaukee Area		
- Emergency Press sign, August 14, 1945		
- Bill to Layton School of Art, 1967		
- "The Fair Lady of Milwaukee" Time, February 1, 1954		
- 30 <sup>th</sup> Annual Newspaper National Snapshot Awards Brochure, 1968		
- "Remember When..." Brochure, undated		
- The Municipality, March 1961		
- Betty Ann Patterns, Milwaukee Journal Public Service Bureau		
Music Festival, 1955-1957	4A	3
Open House Souvenirs, March 30, 1969	4A	4
Readership Report/Survey, 1950 & 1953	4A	5
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)	4A	Loose
Fountains in Contemporary Architecture, 1965	4A	Loose
Advertising Work told with pictures, 1950	4A	Loose
<b>Series 4: Journal/Newspaper Guilds, 1943</b>		
Journal Guild Unit Documents, 1943	4A	6
Fifty One: The Milwaukee Newspaper Guild Newsletter, 1985, 1992, 1995-1996, 1999-2001, 2008, 2010, 2012-2013	4A	7

Milwaukee Newspaper Guild Bargaining Report, 1984-1985	4A	8
Milwaukee Newspaper Guild Correspondence, 1983-1985, 2009-2010	4A	9
Milwaukee Newspaper Guild Miscellaneous, 1983-1985, 1995	4A	10
Milwaukee Newspaper Guild Organizing Bulletin, 1983-1984	4A	11
Milwaukee Newspaper Guild Special Election Bulletin, 1984	4A	12
Open Line: Information from the Editors on the Issues of the Guild, undated	4A	13
<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	
Milwaukee Journal Student Art Calendar Competition (Slides)	10	
Milwaukee Slides (Location: LM, Sh. 021)	11	
<ul style="list-style-type: none"> <li>– Historical Images</li> <li>– Bradley Center</li> <li>– State Fair</li> <li>– Al's Run</li> <li>– Summerfest</li> <li>– Aerial Views</li> <li>– <i>Wisconsin Magazine</i> Images, 1992-1993</li> </ul>		
<b>Oversize Items</b>	<b>Location</b>	
Journal's Handy Atlas, 1899	OS SM "M-1"	
Milwaukee Journal Insight, "Watching the Movement Die in Madison", May 11, 1980	OS SM "M"	
Milwaukee Sentinel, Friday May 24, 1940 and Thursday October 14, 1954	OS SM "R"	
"Cities of Wisconsin and Upper Michigan," 1954	MV, F22	
"Partners in Ownership – A look at The Milwaukee Journal Unitholders Council..." June 1960	MV, F22	
"Portrait of a Paper," 75th anniversary, 1969 (2 copies)	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 (3 copies)	MV, F22	
"Two Centuries" (Milwaukee Journal Special Bicentennial Issue), 1976	MV, F22	
"The Birth of the United States," by Jim Bishop, Milwaukee Sentinel, 1976	MV, F22	
"Let's take a Journey through the Journal and Radio City," 1952	MV, F22	
"Our 10 <sup>th</sup> Anniversary, 1962-1972," Milwaukee Sentinel (2 copies)	MV, F22	
Advertising pieces (21 items)	MV, F22	
Milwaukee Sentinel, Annual Trade Review Supplement, January 1, 1920	MV, F24	
The Milwaukee Journal "Screen and Radio" Magazine Oct. 10, 1937	MV, F24	
"Tuesday at Home – A Supplement to The Milwaukee Journal"	OS SM "J"	

<ul style="list-style-type: none"> <li>- 1972 Feb, "At Home in Bedford-Stuyvesant: And the Living is Gracious"</li> <li>- 1971 Apr, "The Queen of Sheba: Allegory for Modern Woman..."</li> </ul>	
"Tuesday Magazine – A Supplement to the Milwaukee Journal" <ul style="list-style-type: none"> <li>- 1972 Feb, "Congressman Charles D. Diggs, Jr."</li> </ul>	OS SM "J"
<b>Scrapbook</b>	
Scrapbook of Circulation Dept., Carriers, Activities, etc., 1914	RC21B, Sh. 001
<b>Bound volumes of <i>Milwaukee Sentinel</i>, 1840-1885, 1898, 1934-1937, 1943, 1945</b>	WHS, Sh. D042-D057