

**ASSIGNEE'S EXHIBIT 11**  
**(Section III, Question 4)**

The proposed Assignee is Journal Broadcast Corporation ("JBC"), the address of which is 3355 South Valley View Boulevard, Las Vegas, Nevada 89102.

The officers and directors of JBC (all of whom are U.S. citizens) are as follows:

**Journal Broadcast Corporation**  
**(Nevada Corporation)**

<u>Name and Address</u>	<u>Office</u>	<u>Director</u>
James P. Prather 7 Cross Ridge Las Vegas, NV 89135	President	Yes
Douglas G. Kiel 1240 Lakeside Drive Elm Grove, WI 53122	Vice President	Yes
Melanie Gebers c/o KTNV 3355 South Valley View Blvd. Las Vegas, NV 89102	Vice President, Secretary, Treasurer	Yes
Paul E. Kritzer 211 Oxford Road Waukesha, WI 53186	Assistant Secretary	Yes
Karen O. Trickle 1645 Woodside Lane Elm Grove, WI 53122	Assistant Treasurer	No

The sole stockholder of JBC is Journal Communications, Inc. ("JCI"), the address of which is 333 West State Street, Milwaukee, WI 53203. The officers and directors of JCI (all of whom are U.S. citizens) are as follows:

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**Journal Communications, Inc.**  
(Wisconsin Corporation)

<u>Name and Address</u>	<u>Office</u>	<u>Director</u>
Steven J. Smith 14400 Westover Road Elm Grove, WI 53122	Chairman & Chief Executive Officer	Yes
Douglas G. Kiel 1240 Lakeside Drive Elm Grove, WI 53122	President	No
Paul M. Bonaiuto 10021 N. Waterleaf Drive Mequon, WI 53092	Executive Vice President & Chief Financial Officer	No
Mary Hill Leahy 4935 N. Woodruff Avenue Whitefish Bay, WI 53217	Senior Vice President & General Counsel	No
Keith K. Spore 3802 N. Lake Drive Shorewood, WI 53211	Senior Vice President	No
Anne M. Bauer N70 W26754 Hickory Chasm Road Sussex, WI 53085	Vice President & Controller	No
James J. Ditter 19165 Ashbourne Lane Brookfield, WI 53045	Vice President	No
Robert M. Dye 645 W. Castlebury Lane Mequon, WI 53092	Vice President of Employee Investor Relations	No

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<u>Name and Address</u>	<u>Office</u>	<u>Director</u>
Carl D. Gardner 4720 West Parkview Mequon, WI 53092	Vice President	No
Richard J. Gasper W243 N2351 Deer Pewaukee, WI 53072	Vice President	No
Daniel L. Harmsen 8116 Ridgeway Avenue Mequon, WI 53097	Vice President of Human Resources	No
Mark J. Keefe 6308 Wessel Court Eden Prairie, MN 55346	Vice President	No
Kenneth L. Kozminski 501 Colonial Drive St. Joseph, MI 49085	Vice President	No
Paul E. Kritzer 211 Oxford Road Waukesha, WI 53186	Vice President, Secretary & General Counsel – Media	No
Scott H. McElhaney 141 N. Water Street Milwaukee, WI 53202	Vice President	No
James P. Prather 7 Cross Ridge Las Vegas, NV 89135	Vice President	No
Karen O. Trickle 1645 Woodside Lane Elm Grove, WI 53122	Vice President & Treasurer	No

**ASSIGNEE'S EXHIBIT 11 (Continued)**

<u>Name and Address</u>	<u>Office</u>	<u>Director</u>
Don H. Davis, Jr. c/o Rockwell Automation 777 East Wisconsin Avenue Suite 1400 Milwaukee, WI 53202	None	Yes
David J. Drury 922 S. 70 <sup>th</sup> Street Milwaukee, WI 53214	None	Yes
James L. Forbes 1900 W. Greenbrook Road River Hills, WI 53217	None	Yes
David G. Meissner 694 Lake Shore Road Grafton, WI 53204	None	Yes
Roger D. Peirce 12352 N. Fairway Heights Mequon, WI 53092	None	Yes
Mary Ellen Stanek 777 E. Wisconsin Avenue Milwaukee, WI 53202	None	Yes

Each of the above-listed officers and directors of JCI holds shares representating less than one percent of the votes of JCI.

Matex, Inc. ("Matex"), a Wisconsin corporation, the address of which is 111 East Kilbourn Avenue, 19<sup>th</sup> Floor, Milwaukee, Wisconsin 53202, currently holds 2,992,000 Class C JCI shares, representing approximately 1.1 percent of the votes of JCI, and 4,631,000 Class B JCI shares, representing approximately 8.3 percent of

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the votes of JCI. Based on information supplied by Matex: (1) applying a multiplier, as specified in Note 2(c) to Section 73.3555 of the Commission's Rules, no shareholder holds shares of Matex representing the equivalent of 5 percent or more of the votes of JCI; (2) only the directors of Matex make decisions relating to the voting of Matex's stock of JCI, so that the duties and responsibilities of an officer of Matex, who is not also a director, are wholly unrelated to JCI, and consequently, pursuant to Note 2(g) to Section 73.3555 of the Commission's Rules, such an officer is not an attributable party to this application; and (3) each of the directors of Matex are U.S. citizens.

JCI has three classes of stock: Class A, Class B and Class C common stock. Class A shares are traded on the New York Stock Exchange ("NYSE"). Class B and Class C shares are not traded on the NYSE. Current and former employees of JCI and its affiliated entities collectively hold Class B shares representing approximately 87 percent of the votes of JCI, as of April 29, 2004. As of April 29, 2004, holders of the publicly-traded Class A common stock hold shares representing approximately 3.6 percent of the votes of JCI. JCI is in the process of conducting a public offering of additional Class A common stock, pursuant to which JCI may issue an additional 6,000,000 shares (representing up to 1.0 percent of the votes of JCI after giving effect to the issuance of such shares) if the over-allotment option of the underwriters is not exercised in the offering, or 6,900,000 shares

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(representing up to 1.2 percent of the votes of JCI after giving effect to the issuance of such shares) if the over-allotment option of the underwriters is exercised in the offering. JCI does not anticipate that this stock offering will result in any new attributable parties.

Other than Matex, no party holds shares representing five percent or more of the votes of JCI, nor more than 33 percent of the equity plus debt of JCI.