Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GE	ENERAL INC									
Form 4										
October 02,	2008									
FORM	Л 4		an an						PPROVAL	
	UNITED	STATES		RITIES A shington			COMMISSION	N OMB Number:	3235-0287	
Check t if no loi	nger							Expires:	January 31,	
subject		MENT OF	F CHAI			FICIAL O	WNERSHIP OF	Estimated	2005 average	
Section 16. SECURITIES								burden hou	•	
Form 4 Form 5			. .		C .		A (61004	response	. 0.5	
obligati	000						nge Act of 1934,	~ ~		
may con	ntinue.			•	•	ny Act of 1	of 1935 or Section	on		
See Inst	ruction	50(II)	of the fi	iivestiiieii	i Compa	IIY ACT OF I	.940			
1(b).										
(Print or Type	Responses)									
	Address of Reporting	Person [*]		er Name an	d Ticker o	r Trading	-	5. Relationship of Reporting Person(s) to		
DAVIS EU	JGENE I		Symbol				Issuer			
		MEDI	A GENEF	RAL INC	C [MEG]	(Check all applicable)				
(Last)	(Middle)	3. Date of	of Earliest T	ransaction	L					
5 GANOF				Day/Year)			X_ Director 10% Owner			
5 CANOE		09/30/2	2008			Officer (give title Other (specify below) below)				
		4. If Am	endment, D	ate Origin	al	6. Individual or Joint/Group Filing(Check				
			onth/Day/Yea	-		Applicable Line)	U.V.			
							X Form filed by			
LIVINGST	TON, NJ 07039						Person	More than One R	eporung	
(City)	(State)	(Zip)	Tab	ole I - Non-J	Derivative	e Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
1.Title of	2. Transaction Date	2A. Deeme	ed	3.	4. Securi	ties	5. Amount of	6. Ownership	7. Nature of	
Security	(Month/Day/Year)	Execution	Date, if	Transactio			Securities	Form: Direct	Indirect	
(Instr. 3)		any (Month/Da	v/Vear)	Code (Instr. 8)	Disposed (Instr. 3,		Beneficially Owned	(D) or Indirect (I)	Beneficial Ownership	
			ly/ I cal)	(Insu. 0)	(111501. 5,	4 and 5)	Following	(Instr. 4)	(Instr. 4)	
						(A)	Reported			
						or	Transaction(s) (Instr. 3 and 4)			
				Code V	Amount	(D) Price	(Instr. 5 and 4)			
Reminder: Re	port on a separate lin	e for each cla	ass of sec	urities bene	ficially ow	ned directly	or indirectly.			
	r				•	•	spond to the colle	ction of	SEC 1474	
					infor	mation con	tained in this form	n are not	(9-02)	
					•	•	ond unless the fo ntly valid OMB co			
					numb					

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5. Number	6. Date Exercisable and	7. Title and Amount of	8. Pric
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Deriva
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Securi
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			(Instr.

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	Derivative Security				(A) or Dispose (D) (Instr. 3 and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	09/30/2008	А		1,108		(2)	(2)	Class A Common Stock	1,108	\$ 13.
Phantom Stock (3)	\$ 0	09/30/2008	А		16		(2)	(2)	Class A Common Stock	16	\$ 11.

Reporting Owners

Reporting Owner Name / Address		Relationsh		
	Director	10% Owner	Officer	Other
DAVIS EUGENE I 5 CANOE BROOK DRIVE LIVINGSTON, NJ 07039	Х			
Signatures				
/s/ Eugene I. Davis, by George Attorney-in-fact	L. Mahor	ney,		10/02/2008

**Signature of Reporting Person

Date

Explanation of Responses:

* 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).

(1) Reports quarterly allocations under the Company deferred compensation plan for outside directors fees.

(2) Exercisable upon retirement of director.

(3) Reports quarterly allocations under the Company deferred compensation plan for automatic reinvestment of quarterly dividends on the units.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.