## Edgar Filing: DICKINSON STEPHEN Y - Form 4

| DICKINSON<br>Form 4<br>April 18, 201  |  |                  |   |  |  |  |   |  |
|---|--|------------------|---|--|--|--|---|--|
| Check this<br>if no longe<br>subject to<br>Section 16<br>Form 4 or<br>Form 5<br>obligations<br>may contin<br><i>See</i> Instruct<br>1(b). | OMB APPROVAL<br>OMB 3235-0287<br>Number: January 31,<br>Expires: 2005<br>Estimated average<br>burden hours per<br>response 0.5 |                  |   |  |  |  |   |  |
| (Print or Type Re   | esponses)  |                  |   |  |  |  |   |  |
| 1. Name and Address of Reporting Person <u>*</u><br>DICKINSON STEPHEN Y   |  |                  | 2. Issuer Name <b>and</b> Ticker or '<br>/mbol<br>IEDIA GENERAL INC | 5. Relationship of Reporting Person(s) to<br>Issuer  |  |  |   |  |
| (Last) (First) (Middle) 333 EAST FRANKLIN ST  |  |                  | Date of Earliest Transaction<br>Ionth/Day/Year)<br>4/15/2011        |  | (Check all applicable)<br><u></u> Director 10% Owner<br><u></u> Officer (give title 0ther (specify<br>below)<br>Vice President and CAO |  |   |  |
|   |  |                  | If Amendment, Date Original<br>led(Month/Day/Year)                  | <ul> <li>6. Individual or Joint/Group Filing(Check<br/>Applicable Line)</li> <li>_X_ Form filed by One Reporting Person</li> <li> Form filed by More than One Reporting</li> </ul> |  |  |   |  |
| RICHMOND  | ), VA 23219  |                  |   |  | Person   | viore man One R  | eporting  |  |
| (City)  | (State)  | (Zip)            | Table I - Non-Derivative S  | Securities A   | cquired, Disposed o  | f, or Beneficia  | lly Owned   |  |
|   | . Transaction Date<br>Month/Day/Year)  | Execution Datany | Code Disposed of<br>Year) (Instr. 8) (Instr. 3, 4)                  | (A) or<br>of (D)<br>and 5)   | Securities I<br>Beneficially (<br>Owned (  | 6. Ownership<br>Form: Direct<br>(D) or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |  |
| Reminder: Repo  | rt on a separate line  | e for each class | inform<br>require   | ns who res<br>ation conta<br>ed to respo<br>ys a curren  | r indirectly.<br>pond to the collec<br>ained in this form<br>nd unless the for<br>tly valid OMB cor                                    | are not<br>m   | SEC 1474<br>(9-02)  |  |

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.       | 6. Date Exercisable and | 7. Title and Amount of | 8. Price of |
|-------------|-------------|---------------------|--------------------|-----------|----------|-------------------------|------------------------|-------------|
| Derivative  | Conversion  | (Month/Day/Year)    | Execution Date, if | Transacti | onNumber | Expiration Date         | Underlying Securities  | Derivative  |
| Security    | or Exercise |                     | any                | Code      | of       | (Month/Day/Year)        | (Instr. 3 and 4)       | Security    |

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| (Instr. 3)       | Price of<br>Derivative<br>Security | (Month/Day/Year) | (Instr. 8) | Securities<br>Acquired<br>(A) or | Disposed<br>of (D)<br>(Instr. 3, |                    |                            |  | (Instr. 5) |
|------------------|------------------------------------|------------------|------------|----------------------------------|----------------------------------|--------------------|----------------------------|--|------------|
|                  |                                    |                  | Code V     | (A) (D)                          | Date<br>Exercisable              | Expiration<br>Date | Title                      | Amount<br>or<br>Number<br>of<br>Shares |            |
| Phantom<br>Stock | <u>(1)</u>                         | 04/15/2011       | А          | 25                               | (2)                              | (2)                | Class A<br>Common<br>Stock | 25                                     | <u>(1)</u> |

## **Reporting Owners**

| Reporting Owner Name / Address                                    |          |           | Relationships          |       |  |
|---|----------|-----------|------------------------|-------|--|
|   | Director | 10% Owner | Officer                | Other |  |
| DICKINSON STEPHEN Y<br>333 EAST FRANKLIN ST<br>RICHMOND, VA 23219 |          |           | Vice President and CAO |       |  |
| Signatures  |          |           |                        |       |  |
| /s/ Stephen Y. Dickinson, by G                                    | 04/18/2  | 011       |                        |       |  |

Attorney-in-fact

\*\*Signature of Reporting Person

## **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) Units acquired under the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share of common stock.

Date

- Units are payable in cash following termination of the reporting person's employment. Upon attaining age 55, the reporting person may transfer the units into an alternative investment account at any time.
- (3) Additionally, 28,530 non-derivative Class A common shares are held directly.

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.