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MEDIA GENERAL INC								
Form 4								
December 04, 2006								
FORM 4	STATES SECU	DITIES A	ND EV			NT	PPROVAL	
UNITED		Number:	3235-0287					
Check this box	VV 2	shington,	D.C. 20	1349			January 31,	
if no longer STATEN	IENT OF CHAN	NGES IN	BENEF	ICIAL O	WNERSHIP OF	Expires:	2005	
subject to STATEN Section 16.		SECUR				Estimated	0	
Form 4 or		52001				burden hou response		
Form 5 Filed pur	suant to Section	16(a) of th	e Securi	ties Excha	nge Act of 1934,	•	. 0.0	
obligations	a) of the Public U				•			
See Instruction	30(h) of the In	nvestment	Compar	ny Act of 1	940			
1(b).								
(Print or Type Responses)								
1. Name and Address of Reporting	Person [*] 2 Issue	er Name and	l Ticker or	Trading	5. Relationship of	of Reporting Per	cson(s) to	
ASHE O REID		i i lekei oi	mading	Issuer				
	Symbol MEDIA	A GENER	AL INC	[MEG]				
(Last) (First) (N		of Earliest Ti			(Che	eck all applicabl	e)	
	,	Day/Year)	ansaction		_X_ Director	109	% Owner	
333 EAST FRANKLIN ST	11/30/2	-			X Officer (given the second se		ner (specify	
					below) Exec. Vi	below) ce President and	1 COO	
(Street)	1 If Am	endment Da	te Origina	1	6 Individual or	Ioint/Group Fili	ng(Check	
(Succe)		Amendment, Date Original l(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line)			
	1	,, 2 uj, 1 cu	/		_X_ Form filed by			
RICHMOND, VA 23219					Form filed by Person	More than One R	eporting	
(City) (State)	(Zip) Tak							
	- I di	ole I - Non-L			cquired, Disposed	of, or Beneficia	lly Owned	
1. Title of 2. Transaction Date		3. Transaction	4. Securit			6. Ownership Form: Direct	7. Nature of Indirect	
Security (Month/Day/Year) (Instr. 3)	Execution Date, if any	Code	Disposed			(D) or Indirect		
	(Month/Day/Year)	(Instr. 8)	(Instr. 3, 4		Owned	(I)	Ownership	
					Following	(Instr. 4)	(Instr. 4)	
				(A)	Reported Transaction(s)			
		Code V	Amount	or (D) Price	(Instr. 3 and 4)			
			mount					
Reminder: Report on a separate line	for each class of sec	urities benef	-	-	-			
					spond to the colle ained in this form		SEC 1474 (9-02)	

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr.	Acqu (A) o Disp of (I (Inst			Securities Acquired (A) or Disposed of (D) Instr. 3, 4, and 5)					
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ O	11/30/2006		А		108		(2)	(2)	Class A Common Stock	108	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
ASHE O REID 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		Exec. Vice President and COO					
Signatures								
/s/ O. Reid Ashe Jr., by George L. Mahoney, Attorney-in-fact			12/04/2006					

**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) Units acquired under Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 59,800 non-derivative Class A common shares are held directly and 2,840 non-derivative Class A common shares are held indirectly.

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.