Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GENER	AL INC									
Form 4										
January 03, 2007										
FORM 4			CECU						PPROVAL	
Washington, D.C. 20549						N OMB Number:	3235-0287			
Check this box if no longer subject to Section 16. Form 4 or	AENT OI	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES					Expires: Estimated burden hou response	urs per		
Form 5 obligations may continue. See Instruction 1(b).	Section 17((a) of the I	Public U	tility Hol	ding Cor		nge Act of 1934, of 1935 or Secti 1940			
(Print or Type Respo	nses)									
1. Name and Address of Reporting Person <u>*</u> Wortham Coleman III			2. Issuer Name and Ticker or Trading Symbol			5. Relationship of Reporting Person(s) to Issuer				
			MEDIA GENERAL INC [MEG]				(Check all applicable)			
(Last)	(First) (Middle)	3. Date of Earliest Transaction				(Chi	,		
333 EAST FRANKLIN ST			(Month/Day/Year) 12/31/2006			X_ Director10% Owner Officer (give titleOther (specify below) below)				
(Street) RICHMOND, VA 23219			4. If Amendment, Date Original Filed(Month/Day/Year)			 6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person 				
		(7)					Person			
(City)	(State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
	ansaction Date th/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3, 4	(A) or of (D)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V	Amount	(D) Price	(Instr. 3 and 4)			
Reminder: Report on	a separate line	e for each cla	ass of sec	urities bene	•	•	•			
					inforn requir	nation con ed to resp lys a curre	spond to the colle tained in this forn ond unless the fo ntly valid OMB co	n are not rm	SEC 1474 (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. 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
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Securities			(Instr. 5)

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	Derivative Security				Acqui (A) or Dispo of (D) (Instr. and 5)	sed 3, 4,					
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	12/31/2006	А		568		(2)	(2)	Class A Common Stock	568	\$ 51.00
Phantom Stock (4)	\$ 0	12/31/2006	А		26		(2)	(2)	Class A Common Stock	26	\$ 37.33

Reporting Owners

Reporting Owner Name / Address									
I O	Director	10% Owner	Officer	Other					
Wortham Coleman III									
333 EAST FRANKLIN ST	Х								
RICHMOND, VA 23219									
Signatures									
// Colores Westhers III has Conserved Mahamata									

/s/ Coleman Wor Attorney-in-fact	01/03/2007	
	**Signature of Reporting Person	Date
	<pre>/</pre>	

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) Additionally, 10,000 non-derivative Class A common shares are held directly.
- (4) 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.