## Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GENER	AL INC									
Form 4										
May 01, 2008										
FORM 4									PPROVAL	
	UNITED	STATES		RITIES A		OMB Number:	3235-0287			
Check this box					Expires:	January 31, 2005				
if no longer subject to Section 16.	STATEN	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								
Form 4 or Form 5	T211-1			$((\cdot) \cdot f \cdot f)$				response	0.5	
obligations may continue. <i>See</i> Instruction 1(b).	Section 17(	a) of the H	Public U	tility Hol	ding Cor		nge Act of 1934, of 1935 or Sectio 940	on		
(Print or Type Respo	nses)									
1. Name and Address of Reporting Person <u>*</u> ASHE O REID			2. Issuer Name <b>and</b> Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer			
		MEDIA	A GENER	CAL INC	[MEG]	(Check all applicable)				
(Last) (First) (Middle) 333 EAST FRANKLIN ST			3. Date of Earliest Transaction (Month/Day/Year) 04/30/2008				_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) Exec. Vice President and COO			
(Street)			4. If Amendment, Date Original				6. Individual or Joint/Group Filing(Check			
RICHMOND, V	Filed(Month/Day/Year)				Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person					
(City)	(State)	(Zip)				~				
(eng)	(State)	(21)	Tab	le I - Non-J	Derivative	Securities A	cquired, Disposed of	of, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Year)2A. Deem Execution any (Month/Day/Year)		Date, if TransactionAcquired (A) or Code Disposed of (D)		(A) or of (D) 4 and 5)	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code V	Amount	or (D) Price	(Instr. 3 and 4)			
Reminder: Report on	a separate line	for each cla	ass of sec	urities bene	ficially ow	ned directly	or indirectly.			
					inforn requir	nation cont red to resp ays a curre	spond to the colle tained in this form ond unless the for ntly valid OMB co	are not m	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	Transaction	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. 8)	Acqui (A) or Dispo of (D) (Instr.	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					(Instr. 5)
			Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	04/30/2008	А	212		(2)	(2)	Class A Common Stock	212	\$ 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 Attorney-in-fact	e L. Maho	05/01/2008						

\*\*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) 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 of payout.
- (3) Additionally, 86,900 non-derivative Class A common shares are held directly and 3,096 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.