## Edgar Filing: Woodward James F - Form 4

Woodward Jame Form 4	es F									
March 01, 2011										
FORM 4	1								PPROVAL	
	UNITED	STATES		RITIES A shington			E COMMISSION	N OMB Number:	3235-0287	
Check this bo if no longer subject to Section 16. Form 4 or Form 5	STATEN									
obligations may continue <i>See</i> Instructio 1(b).				•	•	npany Act ny Act of 1	t of 1935 or Section 1940	on		
(Print or Type Resp	onses)									
1. Name and Address of Reporting Person <u>*</u> Woodward James F			2. Issuer Name <b>and</b> Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer			
(Lost)	(First)	Middle)				[1120]	(Check all applicable)			
(Mo			3. Date of Earliest Transaction (Month/Day/Year) 02/28/2011			Director 10% Owner Officer (give title Other (specify below) Vice President				
(Street)			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				
RICHMOND, V	VA 23219						Form filed by Person	More than One Re	eporting	
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	Acquired, Disposed	of, or Beneficial	lly Owned	
	ransaction Date onth/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8)	4. Securiti onAcquired Disposed (Instr. 3, 4	(A) or of (D)	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
	. P	c 1 1	c		Amount	(D) Price				
Reminder: Report o	on a separate line	e tor each cl	ass of sec	urities bene	Perso inform requir	ns who rest nation cont red to resp ays a curre	or indirectly. spond to the colle tained in this form ond unless the fo ntly valid OMB co	n are not rm	EC 1474 (9-02)	

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (a - muta calls manuate actions computible computing)

(e.g., puts, calls	, warrants, option	ns, convertible s	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	orNumber	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 Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivati Securitic Acquire (A) or Dispose of (D) (Instr. 3. 4, and 5.	es d d				(Instr. 5)
			Code V	(A) (E	D) Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock	<u>(1)</u>	02/28/2011	А	12	(2)	(2)	Class A Common Stock	12	<u>(1)</u>

## **Reporting Owners**

Reporting Owner Name / Address				
1	Director	10% Owner	Officer	Other
Woodward James F 333 E FRANKLIN ST RICHMOND, VA 23219			Vice President	
Signatures				
/s/ James F. Woodward, by Ge Attorney-in-fact	orge L. M	lahoney,		03/01/2011

\*\*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

- (2) 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, 12,400 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.