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MEDIA GENER	AL INC									
Form 4										
August 31, 2006										
FORM 4	INUTED		CECU	DITIEC				т	PPROVAL	
	UNITED	SIAIES		shington			COMMISSION	OMB Number:	3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5	STATEN	1ENT OF		SECUI	Expires: Estimated burden hou response	urs per				
obligations may continue. <i>See</i> Instruction 1(b).	Section 17(a) of the F	Public U	tility Hol	ding Con		nge Act of 1934, of 1935 or Section 940	on		
(Print or Type Respon	nses)									
1. Name and Addres DICKINSON ST	Person [*]	2. Issuer Name and Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer				
(Leet)	([IIIE0]	(Check all applicable)				
(Last) (First) (Middle) 333 EAST FRANKLIN ST			3. Date of Earliest Transaction (Month/Day/Year) 08/30/2006				Director 10% Owner X Officer (give title Other (specify below) below) Controller and CAO			
(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	A 23219						Form filed by Person	More than One R	eporting	
(City) (State)	(Zip)	Tab	le I - Non-	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
	ansaction Date th/Day/Year)	2A. Deeme Execution I any (Month/Da	Date, if	Code	4. Securiti onAcquired Disposed (Instr. 3, 4	(A) or of (D)	Securities Beneficially	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Damindam Danast an	o comonata lina	for each al	as of ass		Amount	(D) Price				
Reminder: Report on	a separate line	for each cla	ass of sec	urities bene	-	-	or indirectly.	ction of	SEC 1474	
					inform requir	nation cont ed to resp ys a curre	ained in this form ond unless the for 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.	6. Date Exercisable and	7. Title and Amount of	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transact	ionNumber	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)	Sec Acc (A) Dis of ((Ins	Derivative 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	08/30/2006	А	18		(2)	(2)	Class A Common Stock	18	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships							
L O	Director	10% Owner	Officer	Other				
DICKINSON STEPHEN Y								
333 EAST FRANKLIN ST		Controller and CAO						
RICHMOND, VA 23219								
Signatures								
/s/ Stephen Y. Dickinson, by G Attorney-in-fact		08/31/2006						

**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 Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.

Date

- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 16,378 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.