Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GEN Form 4										
April 03, 200		STATES					GE COMMISSION		PPROVAL 3235-0287	
Washington, D.C. 20549Check this box if no longer subject to Section 16.STATEMENT OF CHANGES IN BENEFICIAL O SECURITIESForm 4 or Form 5 obligations 					DWNERSHIP OF hange Act of 1934, ct of 1935 or Section					
(Print or Type F	Responses)									
1. Name and Address of Reporting Person <u>*</u> Wortham Coleman III			2. Issuer Name and Ticker or Trading Symbol			Issuer	5. Relationship of Reporting Person(s) to Issuer			
(Last) (First) (Middle) 333 EAST FRANKLIN ST			MEDIA GENERAL INC [MEG] 3. Date of Earliest Transaction (Month/Day/Year) 03/30/2007			(Che X_ Director	Officer (give title Other (specify			
(Street) RICHMOND, VA 23219			4. If Amendment, Date Original Filed(Month/Day/Year)			Applicable Line) _X_ Form filed by Form filed by	6. Individual or Joint/Group Filing(Check			
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivativ	ve Securitie	es Acquired, Disposed of	of, or Beneficia	lly Owned	
	2. Transaction Date (Month/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8) Code V	Dispose (Instr. 3		Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Reminder: Rep	ort on a separate line	e for each cl	ass of sec	urities bene	Pers info requ disp	sons who rmation co lired to re	ly or indirectly. respond to the collect ontained in this form spond unless the for rrently valid OMB col	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	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			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)	\$ 0	03/30/2007	А		742		(2)	(2)	Class A Common Stock	742	\$ 39.10
Phantom Stock (4)	\$ 0	03/30/2007	А		28		(2)	(2)	Class A Common Stock	28	\$ 40.15

Reporting Owners

Reporting Owner Name / Address	Relationships						
I O	Director	10% Owner	Officer	Other			
Wortham Coleman III 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х						
Signatures							
	т т	1 1					

/s/ Coleman Wor Attorney-in-fact	04/03/2007	
	<u></u> 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) 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.