## Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GENER	RAL INC									
Form 4										
October 01, 200	7									
FORM 4		~ ~ ~ ~ ~ ~ ~	<b>a-------------</b>			~~~			PPROVAL	
	UNITED	STATES		RITIES A shington			COMMISSIO	N OMB Number:	3235-0287	
Check this bo if no longer subject to Section 16. Form 4 or	AENT OI		SECUI	Estimated burden hou response	urs per					
Form 5 obligations may continue <i>See</i> Instructio 1(b).	Section 17(	a) of the I	Public U	Itility Hol	ding Co		nge Act of 1934, of 1935 or Secti 940			
(Print or Type Resp	onses)									
1. Name and Address of Reporting Person <u>*</u> WILLIAMS WALTER E			Symbol	er Name <b>an</b>		-	5. Relationship of Reporting Person(s) to Issuer			
			MEDIA	A GENEF	RAL INC	[MEG]	(Check all applicable)			
(Last)	(First) (I	Middle)	3. Date of	of Earliest T	ransaction				- /	
333 EAST FRANKLIN ST			(Month/1 09/30/2	Day/Year) 2007			X_ Director10% Owner Officer (give titleOther (specify below)below)			
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)				<ul> <li>6. Individual or Joint/Group Filing(Check</li> <li>Applicable Line)</li> <li>_X_Form filed by One Reporting Person</li> <li>Form filed by More than One Reporting</li> </ul>			
RICHMOND, V	VA 23219						Person	wore than One K	eporting	
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
	ransaction Date nth/Day/Year)	2A. Deema Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8) Code V	Disposed (Instr. 3,	(A) or of (D)	5. Amount of 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: Report o	on a separate line	e for each cla	ass of sec				or indirectly.			
					Perso inforr requi	ons who res nation con red to resp ays a curre	spond to the colle tained in this form 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. Pric
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Deriva
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Securi
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			(Instr.

	Derivative Security				(A) or Dispose (D) (Instr. 3 and 5)						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	09/30/2007	А		1,121		(2)	(2)	Class A Common Stock	1,121	\$ 27.
Phantom Stock (3)	\$ 0	09/30/2007	А		100		(2)	(2)	Class A Common Stock	100	\$ 27.

## **Reporting Owners**

Reporting Owner Name / Address		Relationsh		
1	Director	10% Owner	Officer	Other
WILLIAMS WALTER E 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х			
Signatures				
/s/ Walter E. Williams, by Geo Attorney-in-fact	rge L. Ma	ahoney,		10/01/2007

<u>\*\*Signature of Reporting Person</u>

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) 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.