

Conschafter James R
Form 3
July 09, 2012

FORM 3

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF
SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,
Section 17(a) of the Public Utility Holding Company Act of 1935 or Section
30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting
Person *

Â Conschafter James R

(Last) (First) (Middle)

333 E. FRANKLIN STREET

(Street)

RICHMOND,Â VAÂ 23219

(City) (State) (Zip)

2. Date of Event Requiring
Statement

(Month/Day/Year)

07/02/2012

3. Issuer Name **and** Ticker or Trading Symbol
MEDIA GENERAL INC [MEG]

4. Relationship of Reporting
Person(s) to Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer ____ Other
(give title below) (specify below)
Vice President

5. If Amendment, Date Original
Filed(Month/Day/Year)

6. Individual or Joint/Group
Filing(Check Applicable Line)
__X__ Form filed by One Reporting
Person
____ Form filed by More than One
Reporting Person

Table I - Non-Derivative Securities Beneficially Owned

1. Title of Security
(Instr. 4)

2. Amount of Securities
Beneficially Owned
(Instr. 4)

3. Ownership
Form:
Direct (D)
or Indirect
(I)
(Instr. 5)

4. Nature of Indirect Beneficial
Ownership
(Instr. 5)

Class A Common Stock

20,400

D

Â

Class A Common Stock

4,300

I

401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially
owned directly or indirectly.

SEC 1473 (7-02)

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information contained in this form are not
required to respond unless the form displays a
currently valid OMB control number.**

Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security
(Instr. 4)

2. Date Exercisable and
Expiration Date
(Month/Day/Year)

3. Title and Amount of
Securities Underlying
Derivative Security
(Instr. 4)

4. Conversion
or Exercise
Price of
Derivative

5. Ownership
Form of
Derivative
Security:

6. Nature of Indirect
Beneficial Ownership
(Instr. 5)

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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â <u>(1)</u>	01/29/2013	Class A Common Stock	6,800	\$ 56.025	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	01/28/2014	Class A Common Stock	7,000	\$ 63.23	D	Â
Employee Stock Option (right to buy)	Â <u>(3)</u>	01/27/2015	Class A Common Stock	8,500	\$ 63.18	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	01/26/2016	Class A Common Stock	12,400	\$ 49.66	D	Â
Employee Stock Option (right to buy)	Â <u>(5)</u>	01/29/2018	Class A Common Stock	18,500	\$ 20.3	D	Â
Employee Stock Option (right to buy)	Â <u>(6)</u>	01/29/2019	Class A Common Stock	12,333	\$ 2.16	D	Â
Employee Stock Option (right to buy)	Â <u>(7)</u>	01/28/2020	Class A Common Stock	5,500	\$ 8.9	D	Â
Employee Stock Option (right to buy)	Â <u>(8)</u>	01/27/2021	Class A Common Stock	6,100	\$ 5.2	D	Â
Employee Stock Option (right to buy)	Â <u>(9)</u>	01/26/2022	Class A Common Stock	8,000	\$ 4.98	D	Â
Phantom Stock	Â <u>(10)</u>	Â <u>(10)</u>	Class A Common Stock	2,318	\$ <u>(11)</u>	D	Â

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Conschafter James R 333 E. FRANKLIN STREET RICHMOND,Â VAÂ 23219	Â	Â	Â Vice President	Â

Signatures

/s/ James R. Conschafter, by Andrew C. Carington,
Attorney-in-fact

07/09/2012

__Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 5(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) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/29/2006.
- (2) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/28/2007.
- (3) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/27/2008.
- (4) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/26/2009.
- (5) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/29/2011.
- (6) Options are granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/29/2012.
- (7) Options are granted under 1996 Non-qualified Stock Option Plan, which become fully exercisable on 1/28/2013.
- (8) Options are granted under 1996 Non-qualified Stock Option Plan, which become exercisable 1/3 per year on January 27, 2012, 2013, and 2014.
- (9) Options are granted under 1996 Non-qualified Stock Option Plan, which become exercisable 1/3 per year on January 26, 2013, 2014, and 2015.
- (10) 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.
- (11) Represents units acquired under the Company's supplemental 401(k) plan. Each unit is the equivalent of one share of common stock.

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Remarks:

ExhibitÂ List:Â Â ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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