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MEDIA CENEDAL INC

Form 4	NERAL INC											
November (OMB A	PPROVAL		
FORM	A 4 UNITED	STATES		RITIES A			IGE	COMMISSIO	-	3235-0287		
Check this box if no longer subject to Section 16. Form 4 or						Expires: F Estimated burden hou response	urs per					
Form 5 obligation may cor <i>See</i> Inst 1(b).	ons Section 170	(a) of the F	ublic U		ding Co	npany	Act	nge Act of 1934 of 1935 or Sect 940	,			
(Print or Type	Responses)											
MORTON MARSHALL N Symbol							5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (MEDIA GENERAL INC [MEG] 3. Date of Earliest Transaction				1]	(Check all applicable)				
(Month/I			nth/Day/Year) 01/2006				X Director 10% Owner X Officer (give title Other (specify below) President and CEO					
				Amendment, Date Original (Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person					
RICHMON	ND, VA 23219								More than One R			
(City)	(State)	(Zip)	Tab	le I - Non-l	Derivative	Securit	ies A	cquired, Disposed	of, or Beneficia	lly Owned		
1.Title of Security (Instr. 3)	Security (Month/Day/Year) Execution Date, if		3. 4. Securities TransactionAcquired (A) or Code Disposed of (D) (Instr. 8) (Instr. 3, 4 and 5) (A)				5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)			
				Code V	Amount	or (D) P	Price	(Instr. 3 and 4)				
Reminder: Re	port on a separate line	e for each cla	iss of sec	urities bene	ficially ow	ned dire	ctly o	r indirectly.				
								pond to the colle ained in this forr		SEC 1474 (9-02)		

information contained in this form are not (9-0 required to respond unless the form displays a currently valid OMB control number.

 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	Transaction	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Acqu (A) o Dispo of (D (Instr	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	11/01/2006	А	238		(2)	(2)	Class A Common Stock	238	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
MORTON MARSHALL N 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		President and C	CEO				
Signatures								
/s/ Marshall N. Morton, by Geo Attorney-in-fact		11/02/2006						
<u>**</u> Signature of Rep		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) Units acquired under Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 103,765 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.