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MEDIA GENERA	AL INC									
Form 4 January 03, 2007										
FORM 4									PPROVAL	
		STATES		RITIES A shington			E COMMISSIO	N OMB Number:	3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. <i>See</i> Instruction 1(b).	Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction Section 17(a) of the Securities Excha Section 17(a) of the Investment Company Act of						nge Act of 1934, t of 1935 or Secti	Estimated a burden hou response	urs per	
(Print or Type Respon	nses)									
1. Name and Address of Reporting Person <u>*</u> BRYAN J STEWART III			Symbol	er Name an A GENEF		ç	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)			
(Last) ((First) (1	Middle)	3. Date of	of Earliest T	ransaction		(Chi	eck all applicable	e)	
333 EAST FRANKLIN ST			(Month/Day/Year) 12/29/2006				_X_ Director 10% Owner _X_ Officer (give title Other (specify below) below) Chairman			
(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 Ro	eporting	
(City) (State)	(Zip)	Tab	ole I - Non-	Derivative	e Securities A	Acquired, Disposed	of, or Beneficia	lly Owned	
	nnsaction Date th/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactio 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 on	a separate line	for each cla	ass of sec	urities bene	ficially ow	ned directly	or indirectly.			
	a separate nic				Perso infor requi	ons who re nation con red to resp ays a curre	spond to the collect tained in this forn ond unless the fo ontly 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. 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)	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	12/29/2006	А		284		(2)	(2)	Class A Common Stock	284	\$ 0

Reporting Owners

Reporting Owner Name / Address		Relation		
	Director	10% Owner	Officer	Other
BRYAN J STEWART III 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		Chairman	
Signatures				
/s/ J. Stewart Bryan III, by Geo Attorney-in-fact	01/03/2007			

**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) 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, 163,189 non-derivative Class A common shares are held directly; 811,530 non-derivative Class A common shares are held indirectly; and 466,162 Class B common shares are held indirectly.

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.