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MEDIA GENERAL INC Form 4				
Check this box		URITIES AND EXCHANG Vashington, D.C. 20549	GE COMMISSION	OMB APPROVAL OMB 3235-0287 Number: January 31, Expires: 0005
Section 16. Form 4 or Form 5 Filed 1	EMENT OF CH. oursuant to Sectio .7(a) of the Public .30(h) of the	Estimated average burden hours per response 0.5		
(Print or Type Responses) 1. Name and Address of Reporting ASHE O REID	Symb	suer Name and Ticker or Trading ol DIA GENERAL INC [MEG]	Issuer	Reporting Person(s) to
(Last) (First) 333 EAST FRANKLIN S'	(Mon	e of Earliest Transaction h/Day/Year) 1/2007	_X_ Director _X_ Officer (give below)	10% Owner
(Street) RICHMOND, VA 23219		Amendment, Date Original Month/Day/Year)	Applicable Line) _X_ Form filed by O	int/Group Filing(Check ne Reporting Person ore than One Reporting
(City) (State)	(Zip) T	able I - Non-Derivative Securities	s Acquired, Disposed of,	or Beneficially Owned
1.Title of Security (Instr. 3)2. Transaction Date (Month/Day/Yea)		Code Disposed of (D)	Securities For Beneficially (E Owned (E Following (E Reported Transaction(s) (Instr. 3 and 4)	Ownership orm: Direct7. Nature of IndirectO or IndirectBeneficialO or IndirectOwnershipnstr. 4)(Instr. 4)
Reminder: Report on a separate	ine for each class of s		ly or indirectly. respond to the collect ontained in this form a	

Persons who respond to the collection of information contained in this form are not 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	Transacti	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	,	Securi Acqui (A) or Dispos of (D) (Instr. and 5)	sed 3, 4,					(Instr. 5)
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	08/31/2007	А		209		(2)	(2)	Class A Common Stock	209	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
ASHE O REID 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		Exec. Vice President and COO					
Signatures								
/s/ O. Reid Ashe Jr., by George L. Mahoney, Attorney-in-fact			09/04/2007					

**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, 60,056 non-derivative Class A common shares are held directly and 2,840 non-derivative Class A 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.