MEDIA GENERAL INC

Form 4

March 17, 2016

FORM 4

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

OMB 3235-0287 Number:

Estimated average

Check this box if no longer subject to Section 16.

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF **SECURITIES**

January 31, Expires: 2005

OMB APPROVAL

Form 4 or Form 5 obligations may continue.

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 See Instruction

burden hours per response... 0.5

1(b).

par value)

Stock (no par value) 03/16/2016

Voting Common

(Print or Type Responses)

| (Tillit of Type Responses) | | | | | | | | | | | |
|--------------------------------------|---|---------------------------------|---|--------------|----|---|--|---|--------------|--|--|
| | ddress of Reporting I | A Symbol | 2. Issuer Name and Ticker or Trading Symbol MEDIA GENERAL INC [MEG] | | | | 5. Relationship of Reporting Person(s) to Issuer (Check all applicable) | | | | |
| (Last) | Middle) 3. Date of | 3. Date of Earliest Transaction | | | | (Check all applicable) | | | | | |
| | (First) (M | (Month/ | (Month/Day/Year) 03/16/2016 | | | | Director 10% Owner Senior VP and COO | | | | |
| | 4. If Am | 4. If Amendment, Date Original | | | | 6. Individual or Joint/Group Filing(Check | | | | | |
| RICHMONI | D, VA 23219 | Filed(Mo | Filed(Month/Day/Year) Table I - Non-Derivative Securities Acq | | | | Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person | | | | |
| (City) | (State) | (Zip) Tab | | | | | quired, Disposed of, or Beneficially Owned | | | | |
| 1.Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | | ned 3. 4. Securities Acquired n Date, if Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) | | | | 5. Amount of Securities Beneficially Owned Following Reported | 6. Ownership Form: Direct (D) or Indirect (I) | 7. Nature of | | |
| Voting | | | Code V | Amount | or | Price | Transaction(s) (Instr. 3 and 4) | | | | |
| Common Stock (no par value) | 03/16/2016 | | S | 1,000 (1) | D | \$ 16.71 | 12,040 | D | | | |
| Voting Common Stock (no | 03/16/2016 | | S | 1,300 (2) | D | \$ 16.7 | 10,740 | D | | | |

2,195

(3)

S

D

8,545

D

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

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.

SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans

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. | 6. Date Exerc | cisable and | 7. Titl | le and | 8. Price of | 9 |
|------|-------------|---|---------------------|-------------------------|-------------------|------------|---------------------|----------------------------------|--|------------|-------------|---|
| Secu | Derivative | Conversion or Exercise Price of Derivative Security | (Month/Day/Year) | Execution Date, if | TransactionNumber | | Expiration Date | | Amount of | Derivative | J | |
| | Security | | | any (Month/Day/Year) | Code | of | (Month/Day/Year) | | Underlying Securities (Instr. 3 and 4) | lying | Security | , |
| | (Instr. 3) | | | | (Instr. 8) | Derivative | | | | (Instr. 5) |] | |
| | | | | | | Securities | | | | | (| |
| | | | | | | Acquired | | | | | |] |
| | | | | | | (A) or | | | | |] | |
| | | | | | | Disposed | | | | | | - |
| | | | | | | of (D) | | | | | | (|
| | | | | | | (Instr. 3, | | | | | | |
| | | | | | | 4, and 5) | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | Amount | | |
| | | | | | | | Date Exercisable | Date Expiration Exercisable Date | Title | or | | |
| | | | | | | | | | | Number | | |
| | | | | | | | | | | of | | |
| | | | | | Code V | (A) (D) | | | | Shares | | |

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

MCDERMOTT DEBORAH A 333 EAST FRANKLIN STREET RICHMOND, VA 23219

Senior VP and COO

Signatures

/s/ Deborah A. McDermott, by Andrew C. Carington, Attorney-in-fact

03/17/2016

**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) On March 16, 2016, 1,000 shares were sold at a price of \$16.71.
- (2) On March 16, 2016, 1,300 shares were sold at a price of \$16.70.
- (3) On March 16, 2016, 2,195 shares were sold at a price of 16.69.

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.

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