

MEDIA GENERAL INC  
Form 8-K  
January 04, 2011

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 OR 15(d) of

The Securities Exchange Act of 1934

Date of Report (Date of earliest event reported) December 31, 2010

**MEDIA GENERAL, INC.**

(Exact name of registrant as specified in its charter)

Commonwealth of Virginia  
(State or other jurisdiction

of incorporation)

1-6383  
(Commission

File Number)

54-0850433  
(I.R.S. Employer

Identification No.)

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**333 E. Franklin St., Richmond, VA**

**(Address of principal executive offices)**

**Registrant's telephone number, including area code (804) 649-6000**

**23219**

**(Zip Code)**

**N/A**

**(Former name or former address, if changed since last report.)**

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- ..  Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- ..  Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- ..  Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- ..  Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

**Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.**

Pursuant to a previous announcement, James A. Zimmerman (president of the Virginia/Tennessee Market) retired effective December 31, 2010. Mr. Zimmerman is no longer a named executive officer of the Company.

Also, effective January 1, 2011, James R. Conschafter (previous president of the North Carolina Market) succeeded Mr. Zimmerman as president of the Virginia/Tennessee Market. Simultaneously, Marilyn L. Hammond succeeded Mr. Conschafter as president of the North Carolina Market. Daniel J. Bradley was named president of the Ohio/Rhode Island Market, effective November 2010. John R. Schueler and John R. Cottingham remain president of the Florida and Mid-South Markets, respectively.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**MEDIA GENERAL, INC.**

(Registrant)

Date **January 4, 2011**

/s/ JOHN A. SCHAUSS

**John A. Schauss**

**Vice President - Finance and Chief Financial Officer**