## Edgar Filing: Wortham Coleman III - Form 4

Wortham Coleman III Form 4							
October 04, 2011							
				OMB APPROVAL			
UNI	OMB 3235-0287 Number:						
Check this box if no longer subject to Section 16. Form 4 or Form 5 File obligations may continue. See Instruction 1(b).	January 31 Expires: 2009 Estimated average burden hours per response 0.9						
(Print or Type Responses)							
1. Name and Address of Reporting Person <u>*</u> Wortham Coleman III		2. Issuer Name <b>and</b> Ticker or Trading ymbol /IEDIA GENERAL INC [MEG]	5. Relationship of Reporting Person(s) to Issuer				
(Last) (First) (Middle) 333 EAST FRANKLIN ST		. Date of Earliest Transaction Month/Day/Year) 19/30/2011	X Director	Officer (give title Other (specify			
(Street) RICHMOND, VA 232	F	. If Amendment, Date Original ïled(Month/Day/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City) (State)	(Zip)	Table I - Non-Derivative Securities		or Beneficially Owned			
1.Title of 2. Transaction Security (Month/Day/ (Instr. 3)	n Date 2A. Deemed Year) Execution Da any (Month/Day/	Code Disposed of (D)	Securities For Beneficially (D Owned (I) Following (In Reported Transaction(s) (Instr. 3 and 4)	Ownership7. Nature oform: DirectIndirecto) or IndirectBeneficialo) or SingleOwnershipnstr. 4)(Instr. 4)			
Reminder: Report on a separ	ate line for each class	information co required to res	y or indirectly. respond to the collection ontained in this form a spond unless the form rently valid OMB cont	re not (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 of	6. Date Exercisable and	7. Title and Amount of	8. Pr
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	orDerivative	Expiration Date	Underlying Securities	Deri
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Secu
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired (A)			(Inst

	Derivative Security				(D)	(Instr. 3, 4,					
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0 <u>(4)</u>	09/30/2011	А		15,088		(2)	(2)	Class A Common Stock	15,088	\$ 1

## **Reporting Owners**

<b>Reporting Owner Name / Address</b>	Relationships						
1	Director	10% Owner	Officer	Other			
Wortham Coleman III 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х						
Signatures							

/s/ Coleman Wortham III, by Andrew C. Carington, Attorney-in-fact

\*\*Signature of Reporting Person

Date

10/04/2011

## **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) Reports quarterly allocations under the Company deferred compensation plan for outside directors fees.
- (2) Upon termination of service as a director, the units become payable in accordance with the settlement election of the reporting person.
- (3) Additionally, 82,000 non-derivative Class A common shares are held directly.
- (4) Each unit is the economic equivalent of one share of Class A common stock.

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.