Edgar Filing: RANKIN THOMPSON L - Form 4

RANKIN THOMI Form 4	PSON L									
October 04, 2011										
FORM 4									PPROVAL	
CURIVI 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549								OMB Number:	3235-0287	
Check this box if no longer subject to Section 16. Form 4 or Form 5	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES								January 31, 2005 average urs per . 0.5	
Form 5 obligations may continue. See Instruction 1(b). 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										
(Print or Type Respon	ses)									
1. Name and Address of Reporting Person <u>*</u> RANKIN THOMPSON L			2. Issue Symbol	er Name an	d Ticker (or Trading	5. Relationship of Reporting Person(s) to Issuer			
			MEDIA	A GENEI	RAL IN	C [MEG]	(Check all applicable)			
(Last) (First) (Middle) 333 EAST FRANKLIN ST			3. Date of Earliest Transaction (Month/Day/Year) 09/30/2011				X_ Director 10% Owner Officer (give title Other (specify below) below)			
(Street) RICHMOND, VA 23219			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 Form filed by More than One Reporting Person			
(City) (S	State)	(Zip)	Tab	ole I - Non-	Derivativ	e Securities A	Acquired, Disposed of	of, or Beneficia	lly Owned	
	nsaction Date h/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactio Code (Instr. 8)	Dispose	d (A) or	Securities Beneficially Owned	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code V						
Reminder: Report on	a separate line	for each cla	ass of sec	urities bene	-	-	-			
					infor requ	mation con ired to resp lays a curre	spond to the colle tained in this form ond unless the for ntly valid OMB co	are not m	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. Pric
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Deriva
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Securi
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			(Instr.

	Derivative Security				(A) or Dispose (D) (Instr. 3, and 5)						
			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		7,544		(2)	(2)	Class A Common Stock	7,544	\$ 1.9

Reporting Owners

Reporting Owner Name / Address		Relationsh		
	Director	10% Owner	Officer	Other
RANKIN THOMPSON L 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х			
Signatures				

Signatures

/s/ Thompson L. Rankin, by George L. Mahoney, 10/04/2011 Attorney-in-fact Date

**Signature of Reporting Person

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, 1,200 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.