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MEDIA GE	ENERAL INC										
Form 4	2012										
August 27,	ЛЛ	STATES	SECU	RITIFS	AND FX	сна	NGE C	OMMISSION		PROVAL	
		STATES			n, D.C. 2(OMB Number:	3235-0287	
Check t if no lor subject Section Form 4 Form 5 obligati may con <i>See</i> Inst	nger to 16. or Filed pur ons ntinue.	suant to S (a) of the I	F CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Sectior of the Investment Company Act of 1940						Expires: January 31, 2005 Estimated average burden hours per response 0.5		
1(b). (Print or Type	Responses)										
(Thit of Type	(Kesponses)										
	Address of Reporting MARSHALL N	Person [*]	Symbol		nd Ticker or		-	5. Relationship of I Issuer	Reporting Pers	on(s) to	
(Last)	(First) (Middle)			Fransaction		,0]	(Check	all applicable)	
. ,	FRANKLIN STR	ŕ		Day/Year)	Tunsuetion			below)	itle 10% below) e Chairman	Owner er (specify	
RICHMON	(Street) ND, VA 23219			endment, E onth/Day/Yes	Date Origina ar)	ıl		6. Individual or Joi Applicable Line) _X_ Form filed by Ou Form filed by Mo	ne Reporting Per	rson	
(City)	(State)	(Zip)				~		Person			
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	-	ed Date, if	3. Transactio Code (Instr. 8)	4. Securit or Dispos (Instr. 3, 4 Amount	ies Ac ed of (4 and 5 (A) or	quired (A D) 5)	uired, Disposed of, 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	or Beneficial 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	y Owned 7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Class A Common Stock	08/23/2013			M	407 <u>(1)</u>	(D) A	Price \$ 5.2	164,626	D		
Class A Common Stock	08/23/2013			S	407 <u>(1)</u>	D	\$ 10.5	164,219	D		
Class A Common Stock	08/26/2013			М	21,066 (1)	A	\$ 5.2	185,285	D		
Class A Common	08/26/2013			S	21,066 (1)	D	\$ 10.5	164,219	D		

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Stock

Class A Common Stock	08/27/2013	М	15,394 (1)	А	\$ 5.2	179,613	D
Class A Common Stock	08/27/2013	S	5,964 (1)	D	\$ 10.1369	173,649	D

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.

 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. 5. Number of TransactiorDerivative Code Securities (Instr. 8) Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (right to buy)	\$ 5.2	08/23/2013		М		407	12/31/2012	12/31/2013	Class A Common Stock	36,460
Employee Stock Option (right to buy)	\$ 5.2	08/26/2013		М		21,066	12/31/2012	12/31/2013	Class A Common Stock	15,394
Employee Stock Option (right to buy)	\$ 5.2	08/27/2013		М		15,394	12/31/2012	12/31/2013	Class A Common Stock	0

Reporting Owners

Reporting Owner Name / Address

Relationships

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Director 10% Owner Officer Other

MORTON MARSHALL N **333 EAST FRANKLIN STREET** Х RICHMOND, VA 23219

Signatures

/s/ Marshall N. Morton, by Andrew C. Carington, Attorney-in-fact

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). **

As a result of these cashless exercises of stock options, Mr. Morton acquired 9,430 additional shares of Class A Common Stock. As (1) previously disclosed, these stock options were set to expire on December 31, 2013. Mr. Morton has until December 31, 2013, to exercise his remaining stock options with the exception of 8,000 stock options which are set to expire on December 31, 2015.

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.

Signatures

08/27/2013 **Signature of Reporting Person Date

Vice Chairman