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MEDIA GENER Form 4	AL INC										
September 03, 20)13										
FORM 4	UNITED	CT A TEC	SECU	DITIES	AND EV		COMMISSIO	NT	PPROVAL		
Washington, D.C. 20549						Number:	3235-0287				
Check this box if no longer subject to Section 16. Form 4 or	AENT OI		SECU	Estimated burden hou response	urs per						
Form 5 obligations may continue. <i>See</i> Instruction 1(b).	Section 17((a) of the l	Public U	Itility Ho	lding Cor		nge Act of 1934, of 1935 or Secti 940				
(Print or Type Respo	nses)										
1. Name and Address of Reporting Person <u>*</u> Cottingham John R			2. Issuer Name and Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer (Check all applicable)				
(Last)	(First) (I	Middle)	3. Date of Earliest Transaction				(Ch	(Check an applicable)			
333 E FRANKLIN ST			(Month/Day/Year) 08/30/2013				Director 10% Owner X Officer (give title Other (specify below) below) Vice President				
(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 							
RICHMOND, V	A 23219						Person	whole than one R	eporting		
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned		
	ansaction Date hth/Day/Year)	2A. Deema Execution any (Month/Da	Date, if	Code (Instr. 8)	4. Securit onAcquired Disposed (Instr. 3, 4	(A) or of (D) 4 and 5) (A) or	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
					Amount	(D) Price					
Reminder: Report or	n a separate line	e for each cl	ass of sec	urities bene	-	-	-				
					inforn requir	nation cont ed to response ays a curre	spond to the colle ained in this forn ond unless the fo ntly valid OMB co	n are not rm	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.	6. Date Exercisable and	7. Title and Amount of	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onNumber	Expiration Date	Underlying Securities	Derivative
Security	or Exercise		any	Code	of	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivativ Securitien Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	s I				(Instr. 5)
			Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock	<u>(1)</u>	08/30/2013	А	4	(2)	(2)	Class A Common Stock	4	<u>(1)</u>

Reporting Owners

Reporting Owner Name / Address				
1	Director	10% Owner	Officer	Other
Cottingham John R 333 E FRANKLIN ST RICHMOND, VA 23219			Vice President	
Signatures				
/s/ John R. Cottingham, by And Attorney-in-fact	drew C. C	arington,		09/03/2013

**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) Units acquired under the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share of common stock.

Date

- (2) Units are payable in cash following termination of the reporting person's employment. Upon attaining age 55, the reporting person may transfer the units into an alternative investment account at any time.
- (3) Additionally, 20,420 non-derivative Class A common shares are held directly.

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.