Edgar Filing: MEDIA GENERAL INC - Form 4

Form 4	ENERAL INC										
September	ЛЛ								PPROVAL		
	FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION Washington, D.C. 20549							N OMB Number:	3235-0287		
Check t if no lor subject Section Form 4	to STATEN 16.								January 31, 2005 average urs per . 0.5		
Form 5 obligati may con <i>See</i> Inst 1(b).	ons ntinue. Section 17(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	Responses)										
MAHONEY GEORGE L S			2. Issuer Name and Ticker or Trading Symbol MEDIA GENERAL INC [MEG]			5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (Middle)	3. Date of Earliest Transaction				(Ch	neck all applicabl	e)		
(M			(Month/Day/Year) 08/30/2013			X Director 10% Owner X Officer (give title Other (specify below) below) President and CEO					
				f Amendment, Date Original cd(Month/Day/Year)			6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person				
RICHMON	ND, VA 23219							y More than One R			
(City)	(State)	(Zip)	Tab	ole I - Non-l	Derivative	Securities	Acquired, Disposed	l of, or Beneficia	lly Owned		
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemo Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8)	Disposed (Instr. 3,	(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)		
Reminder: Re	port on a separate line	e for each cla	ass of sec	Code V urities bene		(D) Price					
					Perso	ons who re	espond to the collection the collection of the c		SEC 1474 (9-02)		

information contained in this form are not (9-0 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	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	orNumber	Expiration Date	Underlying Securities	Derivative
Security	or Exercise		any	Code	of	(Month/Day/Year)	(Instr. 3 and 4)	Security

Edgar Filing: MEDIA GENERAL INC - Form 4

(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivativ Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	3				(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	25	(2)	(2)	Class A Common Stock	25	<u>(1)</u>

Reporting Owners

Reporting Owner Name / Address	Relationships							
L O	Director	10% Owner	Officer	Other				
MAHONEY GEORGE L 333 EAST FRANKLIN ST RICHMOND, VA 23219	Х		President and CE	0				
Signatures								
/s/ George L. Mahoney, by And		09/03/2013						

Attorney-in fact

**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).
- Units acquired under the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share (1) of Class A common stock.

Date

- Units are payable in cash following termination of the reporting person's employment. Upon attaining age 55, the reporting person may (2) transfer the units into an alternative investment account at any time.
- (3) Additionally, 77,830 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.