## Edgar Filing: MEDIA GENERAL INC - Form 4

MEDIA GENERA	L INC									
Form 4										
July 03, 2007										
FORM 4									PPROVAL	
	UNITED	STATES		RITIES A			COMMISSION	N OMB Number:	3235-0287	
Check this box								Expires:	January 31,	
if no longer subject to Section 16.	STATEN	MENT OF	F CHAN	NGES IN SECUI	Estimated	Estimated average burden hours per				
Form 4 or								response	•	
Form 5 obligations may continue. See Instruction 1(b).	-	(a) of the I	Public U	tility Hol	ding Con		nge Act of 1934, of 1935 or Section 940	on		
(Print or Type Response	ses)									
1. Name and Address SCHAUSS JOHN	Symbol	er Name <b>an</b> A GENEF		-	5. Relationship of Reporting Person(s) to Issuer					
( <b>T</b> )) ( <b>T</b>	•					[MLO]	(Che	eck all applicable	e)	
(Last) (First) (Middle) 333 EAST FRANKLIN ST			3. Date of Earliest Transaction (Month/Day/Year) 06/29/2007				Director 10% Owner X Officer (give title Other (specify below) below) Vice President-Finance and CFO			
(Street)			4. If Am	endment, D	ate Origina	1	6. Individual or Joint/Group Filing(Check			
RICHMOND, VA	23219		Filed(Mc	onth/Day/Yea	r)		Applicable Line) _X_ Form filed by		erson	
	(-(-)	(7:								
(City) (S	tate)	(Zip)	Tab	le I - Non-	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
	saction Date 1/Day/Year)	2A. Deema Execution any (Month/Da	Date, if	Code	4. Securit mAcquired Disposed (Instr. 3, 4	(A) or of (D)	Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
					Amount	(D) Price	(Instr. 3 and 4)			
Reminder: Report on a	a separate line	e for each cla	ass of sec	urities bene	-	-	-			
					infor <del>n</del> requir	nation cont ed to resp ys a curre	spond to the colle tained in this form 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. Number	6. Date Exercisable and	7. Title and Amount of	8. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	onof	Expiration Date	Underlying Securities	Derivativ
Security	or Exercise		any	Code	Derivative	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr.	8)	Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					(	(Instr. 5)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ O	06/29/2007		А		108		(2)	(2)	Class A Common Stock	108	\$ 0

## **Reporting Owners**

Reporting Owner Name / Address	Relationships							
	Director	10% Owner	Officer	Other				
SCHAUSS JOHN A 333 EAST FRANKLIN ST RICHMOND, VA 23219			Vice President-Finance and CFO					
Signatures								
/s/ John A. Schauss, by George L. Mahoney, Attorney-in-fact			07/03/2007					
**Signature of Report	ting Person		Date					

## **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 Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 13,000 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.