

MacPherson Robert E  
Form 3  
July 08, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

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)

1. Name and Address of Reporting Person *		2. Date of Event Requiring Statement	3. Issuer Name <b>and</b> Ticker or Trading Symbol	
Â MacPherson Robert E		(Month/Day/Year)	MEDIA GENERAL INC [MEG]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
333 E FRANKLIN ST			(Check all applicable)	
(Street)			<input type="checkbox"/> Director <input type="checkbox"/> 10% Owner	6. Individual or Joint/Group Filing(Check Applicable Line)
RICHMOND,Â VAÂ 23219			<input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other	<input checked="" type="checkbox"/> Form filed by One Reporting Person
(City)	(State)	(Zip)	(give title below) (specify below)	<input type="checkbox"/> Form filed by More than One Reporting Person
			Vice President	

**Table I - Non-Derivative Securities Beneficially Owned**

1. Title of Security (Instr. 4)	2. Amount of Securities Beneficially Owned (Instr. 4)	3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5)	4. Nature of Indirect Beneficial Ownership (Instr. 5)
Class A Common Stock	64	D	Â
Class A Common Stock	6,586	I	401(k) Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

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**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

1. Title of Derivative Security (Instr. 4)	2. Date Exercisable and Expiration Date (Month/Day/Year)	3. Title and Amount of Securities Underlying Derivative Security (Instr. 4)	4. Conversion or Exercise Price of Derivative	5. Ownership Form of Derivative Security:	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Security	Direct (D) or Indirect (I) (Instr. 5)	
Employee Stock Option (right to buy)	Â <u>(1)</u>	01/27/2010	Class A Common Stock	1,500	\$ 52.0625	D	Â
Employee Stock Option (right to buy)	Â <u>(2)</u>	01/30/2011	Class A Common Stock	1,900	\$ 51.405	D	Â
Employee Stock Option (right to buy)	Â <u>(3)</u>	01/31/2012	Class A Common Stock	2,000	\$ 50.355	D	Â
Employee Stock Option (right to buy)	Â <u>(4)</u>	01/29/2013	Class A Common Stock	1,900	\$ 56.025	D	Â
Employee Stock Option (right to buy)	Â <u>(5)</u>	01/28/2014	Class A Common Stock	1,800	\$ 63.23	D	Â
Employee Stock Option (right to buy)	Â <u>(6)</u>	01/27/2015	Class A Common Stock	3,200	\$ 63.18	D	Â
Employee Stock Option (right to buy)	Â <u>(7)</u>	01/26/2016	Class A Common Stock	5,400	\$ 49.66	D	Â
Employee Stock Option (right to buy)	Â <u>(8)</u>	01/29/2018	Class A Common Stock	10,000	\$ 20.3	D	Â
Employee Stock Option (right to buy)	Â <u>(9)</u>	01/29/2019	Class A Common Stock	10,000	\$ 2.16	D	Â
Stock Appreciation Right	Â <u>(10)</u>	01/31/2012	Class A Common Stock	4,400	\$ 40.01	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
MacPherson Robert E 333 E FRANKLIN ST RICHMOND, VA 23219	Â	Â	Â Vice President	Â

## Signatures

/s/ Robert E. MacPherson, by George L. Mahoney,  
Attorney-in-fact

07/08/2009

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 5(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) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/27/2003.
- (2) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/30/2004.
- (3) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/31/2005.
- (4) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/29/2006.
- (5) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/28/2007.
- (6) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/27/2008.
- (7) Options granted under 1996 Non-qualified Stock Option Plan, which became fully exercisable on 1/26/2009.
- (8) Options granted under 1996 Non-qualified Stock Option Plan, which become exercisable 1/3 per year on January 29, 2009, 2010, and 2011.
- (9) Options granted under 1996 Non-qualified Stock Option Plan, which become exercisable 1/3 per year on January 29, 2010, 2011, and 2012.
- (10) Stock appreciation rights granted under the Stock Appreciation Rights Plan which become exercisable 1/3 per year on January 31, 2008, 2009, and 2010 and are settled in cash.

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### Remarks:

Exhibit List: Exhibit 24 - Power of Attorney

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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