#### Edgar Filing: MAHONEY GEORGE L - Form 4

MAHONEY	GEORGE L									
Form 4	2010									
January 05,	_									
FORM	$14_{\text{UNITED}}$	STATES	SECU	RITIFS	AND FX	CHANGE	COMMISSIO	т	PPROVAL	
	UNITED	STATES			, D.C. 20			NOMB Number:	3235-0287	
Check the				8	,			Expires:	January 31,	
if no lon subject t		MENT OF	F CHAN	NGES IN	BENEF	•	Estimated average 2005			
Section 16. SECURITIES								burden hours per		
Form 4 Form 5									0.5	
obligatio	-						nge Act of 1934,	~ ~		
may cor	lunue.			•	•	y Act of 1	of 1935 or Section	011		
<i>See</i> Insta 1(b).	ruction	50(II)		ivestillen	i Compan	y Act of 1	.940			
1(0).										
(Print or Type	Responses)									
1 Nome and	Address of Departing	Dancan *					5 Deletionshin	f Donostino Dos	(a) to	
	Address of Reporting Y GEORGE L		2. Issuer Name <b>and</b> Ticker or Trading			5. Relationship o Issuer	of Reporting Per	son(s) to		
in mont			Symbol MEDIA GENERAL INC [MEG]							
(Least)	(First)	Middle)				[IVILO]	(Check all applicable)			
(Last) (First) (Middle)			3. Date of Earliest Transaction			Director	109	% Owner		
333 EAST	FRANKLIN ST		(Month/Day/Year) 12/31/2009				X Officer (give title Other (specify			
						below) below) VP and General Counsel				
(Street)			4. If Amendment, Date Original Filed(Month/Day/Year)			1				
						6. Individual or Joint/Group Filing(Check Applicable Line)				
					)		_X_ Form filed by			
RICHMON	ND, VA 23219						Form filed by Person	More than One R	eporting	
(City)	(State)	(Zip)	Tak	la I Non	Domissotisso	Socurities A	Acquired, Disposed	of or Ponoficio	lly Owned	
1 77.4		-							-	
1.Title of Security	2. Transaction Date (Month/Day/Year)	ZA. Deeme Execution		3. Transactic	4. Securiti nAcquired			6. Ownership Form: Direct	7. Nature of Indirect	
(Instr. 3)	()	any		Code Disposed of (D)		of (D)		(D) or Indirect		
(Month			ay/Year) (Instr. 8) (Instr. 3, 4 and 5)			and 5)	Owned Following	(I) (Instr. 4)	Ownership (Instr. 4)	
						( )	Reported	(11150.4)	(IIIstr. 4)	
						(A) or	Transaction(s)			
				Code V	Amount	(D) Price	(Instr. 3 and 4)			
Damindar: Da	port on a senarate line	a for each cl	nes of see	urities bene	ficially over	ad directly	or indirectly			
Kenniuer. Ke	port on a separate line			unities belle	-	-	spond to the colle	ction of	SEC 1474	
					inform	ation cont	tained in this form	n are not	(9-02)	
							ond unless the fo			
					numbe		ntly valid OMB co			

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	Transact	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)	Derivative 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>	12/31/2009	А	70	(2)	(2)	Class A Common Stock	70	<u>(1)</u>

### **Reporting Owners**

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
MAHONEY GEORGE L 333 EAST FRANKLIN ST RICHMOND, VA 23219			VP and General Counsel				

## Signatures

/s/ George L. 01/05/2010 Mahoney

<u>\*\*</u>Signature of Reporting 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 the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share of Class A common stock.
- 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, 44,522 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.