## Edgar Filing: SCHAUSS JOHN A - Form 4

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Form 4	HN A									
March 16, 201	0									
FORM 4 UNITED STATES SECURITIES AND EXCHANCE COMMISSION									PPROVAL	
Washington, D.C. 20549								N OMB Number:	3235-0287 January 31,	
Check this if no longer										
subject to STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF Section 16.   Form 4 or Form 5   Form 5 Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,							Estimated burden hou response	urs per		
obligations may continu <i>See</i> Instruct 1(b).	ue. Section 17(	a) of the l	Public U	Itility Hol	ding Co		of 1935 or Secti			
(Print or Type Res	sponses)									
1. Name and Add SCHAUSS JC	2. Issuer Name <b>and</b> Ticker or Trading Symbol MEDIA GENERAL INC [MEG]				5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First)	Middle	3. Date of Earliest Transaction				(Check all applicable)			
(Last) (First) (Middle) 333 EAST FRANKLIN ST			(Month/Day/Year) 03/15/2010				Director 10% Owner X_ Officer (give title Other (specify below) below) Vice President-Finance and CFO			
RICHMOND.	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					
							Person			
(City)	(State)	(Zip)	Tab	ole I - Non-	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned	
	Transaction Date Ionth/Day/Year)	2A. Deeme Execution any (Month/Da	Date, if	3. Transactic Code (Instr. 8) Code V	4. Securit mAcquired Disposed (Instr. 3, -	(A) or of (D)	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)	
Deminder Derer	t on a concrete line	for each a	ass of sea	urities hare	ficially or	nad directly	or indirectly			
Kenninder: Kepor	t on a separate line	FIOT each CI	ass of sec	unities defié	Perso inforr requi	ns who res nation cont red to resp ays 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.	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>	03/15/2010	A	47	(2)	(2)	Class A Common Stock	47	<u>(1)</u>

## **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 Attorney-in-fact	L. Maho	ney,	03/16/2010					

\*\*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 Class A 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, 41,300 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.