

MEDIA GENERAL INC  
Form DEFA14A  
March 19, 2008

**UNITED STATES**  
**SECURITIES AND EXCHANGE COMMISSION**

**Washington, D.C. 20549**

**SCHEDULE 14A**

**Proxy Statement Pursuant to Section 14(a) of the**  
**Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

**Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

**Media General, Inc.**

(Name of Registrant as Specified In Its Charter)

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(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

- No fee required.
- Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which the transaction applies:

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(2) Aggregate number of securities to which the transaction applies:

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(3) Per unit price or other underlying value of the transaction computed pursuant to Exchange Act Rule 0-11 (set forth the amount on which the filing fee is calculated and state how it was determined):

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- Fee paid previously with preliminary materials.

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Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

(1) Amount Previously Paid:

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(2) Form, Schedule or Registration Statement No.:

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(3) Filing Party:

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(4) Date Filed:

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**Marshall N. Morton**

President

Chief Executive Officer

March 19, 2008

Dear Fellow Employees,

The Media General 2007 Annual Report and Proxy Statement are being mailed today to employees' homes, along with a letter explaining our opposition to the slate of nominees proposed by the Harbinger hedge fund.

Each document has been posted to our Web site, [www.mediageneral.com](http://www.mediageneral.com). Please visit the links below to read each document at your convenience.

[Annual Report](#)

[Media General Letter to Stockholders](#)

[Proxy Statement](#)

In addition to reviewing last year's financial results, the Annual Report covers significant company developments, our growth strategy, and the multiple initiatives that are transforming the company to meet the challenges of our rapidly evolving industry, including:

Adopting an innovative Web-First strategy in all of our newsrooms

Expanding the creation of new print, broadcast and online products to reach untapped audiences

Completing the conversion to digital transmission at our television stations and launching high-definition newscasts in five markets

Obtaining permanent waivers from the FCC for our existing convergence markets

Launching a multifaceted partnership with Yahoo! to provide new opportunities for online revenue growth

If you participate in the MG Advantage 401(K) Plan, you will receive a proxy statement and proxy card. I encourage you to vote FOR our proposed slate of Directors. Please promptly complete and return the Media General proxy card.

I want to reiterate that Harbinger cannot, under any circumstances, forcibly gain control of Media General. But the Harbinger effort is distracting for investors, and it is expensive for the Company.

No matter what, we will continue delivering excellent local content in strong growth markets over multimedia platforms. We will continue leveraging the strengths of our newspapers, broadcasting and online platforms, along with other targeted products and services, to reach more people in more ways in all of our markets. And we will continue to be the best source for our advertisers to target consumers through whatever channels work best for them. By using our relationships, our knowledge and our skills to address our customers' needs, we are strengthening our leadership in the marketplace.

Thank you for your role in providing exceptional service to our readers, viewers, users and advertisers. With the help of all employees, we shall remain a vital and important part of the communities we serve.

Yours sincerely,

Marshall N. Morton

President and Chief Executive Officer