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	ENERAL INC										
Form 4 December (01 2015										
	ЛЛ									PPROVAL	
FORM	UNITED	STATES SI			ND EX , D.C. 20		NGE	COMMISSIO	N OMB Number:	3235-028	7
Check t if no lor subject Section Form 4 Form 5 obligation may con <i>See</i> Inst 1(b).	nger to 16. or Dins ttinue. Section 17(rsuant to Sec (a) of the Pul	CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES Section 16(a) of the Securities Exchange Act of 1934, Public Utility Holding Company Act of 1935 or Section of the Investment Company Act of 1940							January 31 Expires: 2005 Estimated average burden hours per response 0.5	
(Print or Type	Responses)										
1. Name and Woodward	Address of Reporting James F	Sy	2. Issuer N ymbol IEDIA C				-	5. Relationship o Issuer	of Reporting Pe eck all applicab		
(Last) (First) (Middle) 333 EAST FRANKLIN STREET			3. Date of Earliest Transaction (Month/Day/Year) 11/30/2015					Director 10% Owner XOfficer (give title Other (specify below) below) Senior VP and CFO			
				d(Month/Day/Year) Applicable Li				Applicable Line)	or Joint/Group Filing(Check e) by One Reporting Person		
RICHMON	ND, VA 23219								More than One F		
(City)	(State)	(Zip)	Table I	- Non-I	Derivative	Secu	rities A	cquired, Disposed	of, or Beneficia	ally Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Da any (Month/Day/	Co Year) (In	ode astr. 8)	4. Securit nAcquired Disposed (Instr. 3, -	(A) o of (D 4 and (A) or)	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)	
Reminder: Re	port on a separate line	e for each class	of securiti	ies benef	-		-	or indirectly.	ection of	SEC 1474	

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

 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	Acq (A) Disp of (I (Ins	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	<u>(1)</u>	11/30/2015	А	112	2	(2)	(2)	Voting Common Stock (no par value)	112	<u>(1)</u>

Reporting Owners

Relationships							
Director	10% Owner	Officer	Other				
		Senior VP and CFO					
~ ~ .							
			Director 10% Owner Officer Senior VP and CFO				

/s/ James F. Woodward, by Andrew C. Carington, Attorney-in-fact

**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).
- Units acquired under the Company's Supplemental 401(k) deferred compensation plan. Each unit is the economic equivalent of one share (1) of Voting Common Stock.
- Units are payable in cash following termination of the reporting person's employment. Upon attaining age 55, the reporting person may (2) transfer the units into an alternative investment account at any time.

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.

12/01/2015

Date