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MEDIA GENERAL I	NC							
Form 4								
December 17, 2007								
FORM 4								PPROVAL
UT	NITED STATES			AND EX(, D.C. 202		COMMISSIO	N OMB Number:	3235-0287
Check this box if no longer subject to Section 16. Form 4 or	F CHAN	IGES IN SECUI	Estimated burden hou	Expires: January 31, 2005 Estimated average burden hours per response 0.5				
obligations	iled pursuant to stion 17(a) of the 30(h)	Public U	tility Hol	ding Con		of 1935 or Secti		
(Print or Type Responses)								
1. Name and Address of R ZIMMERMAN JAM	Symbol		d Ticker or	-	5. Relationship of Reporting Person(s) to Issuer			
	MEDIA	GENER	RAL INC	[MEO]	(Check all applicable)			
(Last) (First) 333 EAST FRANKL	 Date of Earliest Transaction (Month/Day/Year) 12/14/2007 				Director 10% Owner X_Officer (give title Other (specify below) Vice President			
(Street)	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				
RICHMOND, VA 23	3219						More than One R	
(City) (State)	(Zip)	Tabl	le I - Non-l	Derivative	Securities A	cquired, Disposed	of, or Beneficia	lly Owned
1.Title of 2. Transact Security (Month/Da (Instr. 3)	tion Date 2A. Deem y/Year) Execution any (Month/D	ed Date, if	3.	4. Securiti nAcquired (Disposed o (Instr. 3, 4	es (A) or of (D) and 5) (A)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect
			Code V		or (D) Price	(Instr. 3 and 4)		
Reminder: Report on a sep	parate line for each cl	ass of secu	irities bene	-	-	-		
				inform require	ation cont ed to resp ys a curre	spond to the colle tained in this forn 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. Number	6. Date Exercisable and	7. Title and Amount of	8. Price
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	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/E	Day/Year)	(Instr.	8)	Securi Acqui (A) or Dispo of (D) (Instr. and 5)	red sed 3, 4,					(Instr. 5)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	12/14/2007		А		109		(2)	(2)	Class A Common Stock	109	\$ 0

Reporting Owners

Reporting Owner Name / Address				
	Director	10% Owner	Officer	Other
ZIMMERMAN JAMES A 333 EAST FRANKLIN ST RICHMOND, VA 23219			Vice President	
Signatures				
/s/ James A. Zimmerman, by C Attorney-in-fact	Beorge L.	Mahoney,		12/17/2007
<u>**</u> Signature of R	eporting Pers	on		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 Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing and form of payout.
- (3) Additionally, 31,900 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.