

MEDIA GENERAL INC  
Form 4  
August 15, 2013

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
MORTON MARSHALL N

(Last) (First) (Middle)

333 EAST FRANKLIN STREET

(Street)

RICHMOND, VA 23219

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
MEDIA GENERAL INC [MEG]

3. Date of Earliest Transaction  
(Month/Day/Year)  
08/13/2013

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Vice Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 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) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|
|                                 |                                      |  | Code                           | V   | Amount (A) or (D) Price   |  |   |
| Class A Common Stock            | 08/13/2013                           |  | M                              |   | 42,100 (1) A \$ 2.16 172,993 (2)  | D  |   |
| Class A Common Stock            | 08/13/2013                           |  | M                              |   | 59,000 (1) A \$ 4.98 231,993 (2)  | D  |   |
| Class A Common Stock            | 08/13/2013                           |  | M                              |   | 8,133 (1) A \$ 5.2 240,126 (2)  | D  |   |
| Class A Common                  | 08/13/2013                           |  | S                              |   | 75,907 (1) D \$ 10.5363 164,219 (2)   | D  |   |

Stock

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) |        |     | 6. Date Exercisable and Expiration Date (Month/Day/Year) |                 | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |        |
|--|--|--------------------------------------|--|--------------------------------|---|--------|-----|--|-----------------|---|--------|
|  |  |                                      |  |                                | V   | (A)    | (D) | Date Exercisable   | Expiration Date |   |        |
| Employee Stock Option (right to buy)       | \$ 2.16  | 08/13/2013                           |  | M                              |   | 42,100 |     | 01/29/2012   | 12/31/2013      | Class A Common Stock  | 42,100 |
| Employee Stock Option (right to buy)       | \$ 4.98  | 08/13/2013                           |  | M                              |   | 59,000 |     | 12/31/2012   | 12/31/2013      | Class A Common Stock  | 59,000 |
| Employee Stock Option (right to buy)       | \$ 5.2   | 08/13/2013                           |  | M                              |   | 8,133  |     | 12/31/2012   | 12/31/2013      | Class A Common Stock  | 8,133  |

## Reporting Owners

| Reporting Owner Name / Address                                      | Relationships |           |         |               |
|---|---------------|-----------|---------|---------------|
|   | Director      | 10% Owner | Officer | Other         |
| MORTON MARSHALL N<br>333 EAST FRANKLIN STREET<br>RICHMOND, VA 23219 | X             |           |         | Vice Chairman |

## Signatures

/s/ Marshall N. Morton, by Andrew C. Carington,  
Attorney-in-fact

08/15/2013

\_\_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).

- As a result of these cashless exercises of stock options, Mr. Morton acquired 33,326 additional shares of Class A Common Stock. As
- (1) previously disclosed, these stock options were set to expire on December 31, 2013. Mr. Morton has until December 31, 2013, to exercise his remaining stock options with the exception of 8,000 stock options which are set to expire on December 31, 2015.
  - (2) Balance includes 1,731 shares of Class A Common Stock that were transferred to direct ownership from Mr. Morton's 401(k) account on August 13, 2013.

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.