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

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**FORM 8-K**

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**CURRENT REPORT**  
**Pursuant to Section 13 OR 15(d) of The Securities Exchange Act of 1934**

**Date of Report (Date of earliest event reported) October 29, 2007**

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**MEDIA GENERAL, INC.**

(Exact name of registrant as specified in its charter)

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**Commonwealth of Virginia**  
(State or other jurisdiction  
of incorporation)

**1-6383**  
(Commission File Number)

**54-0850433**  
(I.R.S. Employer  
Identification No.)

**333 E. Franklin St., Richmond, VA**  
(Address of principal executive offices)

**23219**  
(Zip Code)

**Registrant's telephone number, including area code (804) 649-6000**

**N/A**  
(Former name or former address, if changed since last report.)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01 Other Events.**

On October 29, 2007, the Company issued a release announcing its intention to explore potential divestiture of certain broadcast stations. A copy of this release is furnished as Exhibit 99.

**Item 9.01 Financial Statements and Exhibits.**

d) Exhibits

99 Press Release issued by MEDIA GENERAL, INC., October 29, 2007.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**MEDIA GENERAL, INC.**  
(Registrant)

Date **October 29, 2007**

/s/ John A. Schauss  
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John A. Schauss  
Vice President - Finance  
and Chief Financial Officer

Monday, October 29, 2007

### **Media General Exploring Sale of Five Television Stations**

**RICHMOND, Va.** – Media General, Inc. (NYSE: MEG) today announced that it is exploring the potential sale of five broadcast television stations in mid-sized markets in the Southeastern U.S.

Marshall N. Morton, president and chief executive officer, said, “The decision to explore the potential sale of five stations is a result of our ongoing analysis of our portfolio. Any sales would enable Media General to use the proceeds to reduce debt and strengthen our balance sheet. Divestitures also would help position our Broadcast Division to pursue future growth opportunities.

“We believe these stations will be viewed as welcome additions to the portfolios of one or more buyers. They are all good performers in strong markets,” said Mr. Morton.

The five stations and Designated Market Areas (DMAs) are:

WCWJ (CW), Jacksonville, Fla., 49

WTVQ (ABC), Lexington, Ky., 64

WMBB (ABC), Panama City, Fla., 154

KALB/NALB (NBC/CBS), Alexandria, La., 180

WNEG, Toccoa, Ga., which is an independent satellite station for WSPA in Spartanburg, S.C.

Media General said that there can be no assurance that any transaction will take place. Additional information will be provided when and if the company enters into a transaction.

### **About Media General**

Media General is a multimedia company operating leading newspapers, television stations and online enterprises primarily in the Southeastern United States. The company’s publishing assets include three metropolitan newspapers, The Tampa Tribune, Richmond Times-Dispatch, and Winston-Salem Journal; 22 daily community newspapers in Virginia, North Carolina, Florida, Alabama and South Carolina; and more than 150 weekly newspapers and other publications. The company’s broadcasting assets include 23 network-affiliated television stations that reach more than 32 percent of the television households in the Southeast and nearly 9.5 percent of those in the United States. The company’s interactive media assets include more than 75 online enterprises that are associated with its newspapers and television stations. Media General also owns a 33 percent interest in SP Newsprint Company, a manufacturer of recycled newsprint.