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

FORM 8-K

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 17, 2006

MEDIA GENERAL, INC.

(Exact name of registrant as specified in its charter)

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.)

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))
-

Item 8.01 Other Events.

Media General, Inc., has completed the sales of all of the CBS stations that the Company announced in the second quarter it planned to divest. Gross proceeds from the divestures were approximately \$135 million, including working capital. The Company facilitated these transactions as a tax-deferred, like-kind exchange in conjunction with the acquisition of the four NBC stations completed on June 26, 2006. Net after-tax proceeds of approximately \$125 million will be used for debt repayment. A copy of the releases announcing the divestures are furnished as Exhibit 99.1 for the sale of KWCH in Wichita, Kansas, and its three satellites, Exhibit 99.2 for the sale of WIAT in Birmingham, Alabama, and KIMT in Mason City, Iowa, and Exhibit 99.3 for the sale of WDEF in Chattanooga, Tennessee.

Item 9.01 Financial Statements and Exhibits.

d) Exhibits

99.1 Press Release issued by MEDIA GENERAL, INC., September 25, 2006.

99.2 Press Release issued by MEDIA GENERAL, INC., October 12, 2006.

99.3 Press Release issued by MEDIA GENERAL, INC., October 13, 2006.

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 17, 2006**

/s/ John A. Schauss

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

September 25, 2006

Media General Completes Sale of KWCH-TV in Wichita to Schurz Communications

Richmond, Va., and South Bend, Ind. – Media General, Inc. (NYSE: MEG) and Schurz Communications, Inc. today announced the completion of Schurz's previously announced purchase of Media General's CBS television station KWCH in Wichita, Kan., including satellite stations KBSD in Dodge City, Kan., KBSH in Hays, Kan., and KBSL in Goodland, Kan. The final sales price was approximately \$75 million, including working capital.

Marshall N. Morton, president and chief executive officer of Media General said, "We are pleased to complete the sale of KWCH ahead of schedule following a smooth regulatory approval process. We thank our former employees for their dedicated service and wish them well."

A definitive agreement with Schurz Communications was announced on July 28, 2006, and separate agreements were signed on August 1, 2006 to sell WIAT in Birmingham, Ala., and KIMT in Mason City, Iowa, to New Vision Television, LLC, of Atlanta, and WDEF in Chattanooga, Tenn., to Morris Multimedia, Inc., of Savannah, Ga.

Media General expects to close on the sale of the remaining stations in October 2006. Net proceeds after tax from all sales are expected to be approximately \$125 million and will be used for debt repayment.

Media General's third-quarter outlook for Broadcast time sales, provided on September 14, 2006, excluded all of the stations held for sale, which have been accounted for as discontinued operations since the second quarter of 2006.

Forward-Looking Statements

This news release contains forward-looking statements that are subject to various risks and uncertainties and should be understood in the context of the company's publicly available reports filed with the Securities and Exchange Commission. Media General's future performance could differ materially from its current expectations.

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 currently include 26 network-affiliated television stations that reach more than 33 percent of the television households in the Southeast and nearly 10 per cent 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.

October 12, 2006

Media General Completes Sale of WIAT-TV in Birmingham, Ala., and KIMT-TV in Mason City, Iowa, to New Vision Television

Richmond, Va., and Atlanta, Ga., – Media General, Inc. (NYSE: MEG) and New Vision Television, LLC, announced today the completion of New Vision’s purchase of Media General’s CBS television stations WIAT in Birmingham, Ala., and KIMT in Mason City, Iowa. The final sales price for both stations was approximately \$37 million, including working capital.

Marshall N. Morton, president and chief executive officer of Media General, said, “We are delighted to exceed our target closing date for WIAT and KIMT. We thank our former employees for their dedicated service and wish them well with New Vision.”

A definitive agreement with New Vision was announced on August 1, 2006. Media General expects to close on the sale of WDEF in Chattanooga, Tenn., later this month. On September 25, 2006, Media General announced the completion of the sale of its CBS station in Wichita, Kan., together with its three satellite stations.

Net proceeds after-tax from all sales are expected to be approximately \$125 million and will be used for debt repayment.

Forward-Looking Statements

This news release contains forward-looking statements that are subject to various risks and uncertainties and should be understood in the context of the company’s publicly available reports filed with the Securities and Exchange Commission. Media General’s future performance could differ materially from its current expectations.

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 currently include 24 network-affiliated television stations that reach more than 33 percent of the television households in the Southeast and nearly 10 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.

October 13, 2006

Media General Completes Sale of WDEF-TV in Chattanooga to Morris Multimedia

Richmond, Va., and Savannah, Ga. – Media General, Inc. (NYSE: MEG) and Morris Multimedia, Inc., announced today the completion of Morris Multimedia’s purchase of Media General’s CBS television station WDEF in Chattanooga, Tenn. The final sales price was approximately \$23 million, including working capital.

Media General first announced the definitive agreement for the sale of WDEF to Morris Multimedia on August 1, 2006. The company previously announced completion of the sale of its CBS television stations in Wichita, Kan., together with its three satellite stations, on September 25, 2006, and the divestiture of its CBS stations in Birmingham, Ala., and Mason City, Iowa, on October 12, 2006.

Marshall N. Morton, president and chief executive officer of Media General, said, “We are delighted to have completed all of our planned CBS station divestitures that we announced in July in just over two months, well before our target date of the end of this year, and to have substantially exceeded our original expectations of net proceeds available for debt repayment. We wish our former employees well and thank them for their dedicated service.”

Gross proceeds from the divestitures were approximately \$135 million, including working capital. The transactions in the aggregate represent a multiple of 15 times 2004-2005 average broadcast cash flow for the divested stations. Media General will facilitate these transactions as a tax-deferred, like-kind exchange in conjunction with the acquisition of the four NBC stations completed on June 26, 2006. Net after-tax proceeds of approximately \$125 million will be used for debt repayment.

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 currently 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.