

Edgar Filing: MEDIA GENERAL INC - Form 8-K

MEDIA GENERAL INC  
Form 8-K  
October 15, 2004

UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, DC. 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 15, 2004

MEDIA GENERAL, INC.  
(Exact name of registrant as specified in its charter)

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

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

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

23219  
(Zip Code)

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

N/A

(Former name, former address and former fiscal year,  
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 240.13a-4(c))

Item 2.02 Results of Operations and Financial Condition

On October 15, 2004, the Company issued two press releases announcing  
results for the third quarter of 2004 and revenues for the September 2004  
period. A copy of these releases is furnished as exhibit 99.1.

Exhibits

99.1 Two press releases dated October 15, 2004.

SIGNATURES

Edgar Filing: MEDIA GENERAL INC - Form 8-K

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 thereunto duly authorized.

MEDIA GENERAL, INC.

DATE: October 15, 2004

/s/ Marshall N. Morton

-----  
Marshall N. Morton  
Vice Chairman and Chief Financial Officer

2

EXHIBIT INDEX

| Exhibit<br>Number | Description                                |
|-------------------|--|
| 99.1              | Two press releases dated October 15, 2004. |

3