

MEDIA GENERAL INC  
Form SC 13G/A  
February 12, 2010

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

**SCHEDULE 13G**

**Under the Securities Exchange Act of 1934  
(Amendment No. 2)\***

MEDIA GENERAL, INC.  
(Name of Issuer)  
Class A Common Stock  
(Title of Class of Securities)  
584404107  
(CUSIP Number)  
December 31, 2009

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
- Rule 13d-1(c)
- Rule 13d-1(d)

\* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 ( Act ) or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

CUSIP No. 584404 10 7

**1** NAMES OF REPORTING PERSONS  
Chou Associates Fund

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
Ontario, Canada

SOLE VOTING POWER  
**5**  
NUMBER OF 949,082

SHARES BENEFICIALLY OWNED BY **6** SHARED VOTING POWER  
0

EACH REPORTING PERSON **7** SOLE DISPOSITIVE POWER  
949,082

WITH: **8** SHARED DISPOSITIVE POWER  
0

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
949,082

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.3%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

OO

CUSIP No. 584404 10 7

**1** NAMES OF REPORTING PERSONS  
Chou Associates Management Inc.

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
Ontario, Canada

	<b>5</b>	SOLE VOTING POWER
NUMBER OF		949,082
SHARES	<b>6</b>	SHARED VOTING POWER
BENEFICIALLY		0
OWNED BY		
EACH	<b>7</b>	SOLE DISPOSITIVE POWER
REPORTING		949,082
PERSON		
WITH:	<b>8</b>	SHARED DISPOSITIVE POWER
		0

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
949,082

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.3%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

CO

CUSIP No. 584404 10 7

**1** NAMES OF REPORTING PERSONS  
Francis S. M. Chou

CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP (SEE INSTRUCTIONS)

**2**  
(a)   
(b)

**3** SEC USE ONLY

**4** CITIZENSHIP OR PLACE OF ORGANIZATION  
Canada

	<b>5</b>	SOLE VOTING POWER
NUMBER OF		949,082
SHARES	<b>6</b>	SHARED VOTING POWER
BENEFICIALLY		0
OWNED BY		
EACH	<b>7</b>	SOLE DISPOSITIVE POWER
REPORTING		949,082
PERSON		
WITH:	<b>8</b>	SHARED DISPOSITIVE POWER
		0

**9** AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON  
949,082

**10** CHECK IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES (SEE INSTRUCTIONS)

o

**11** PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW (9)

4.3%

**12** TYPE OF REPORTING PERSON (SEE INSTRUCTIONS)

IN

CUSIP No. 584404 10 7

**Item 1.**

**(a) Name of Issuer**

MEDIA GENERAL, INC.

**(b) Address of Issuer's Principal Executive Offices**

333 E. Franklin St., Richmond, VA 23219

**Item 2.**

**(a) Name of Person Filing**

This statement is jointly filed by and on behalf of Chou Associates Fund, Chou Associates Management Inc., and Francis S. M. Chou. Chou Associates Management serves as the investment adviser to Chou Associates Fund, and may be deemed to beneficially own securities owned by Chou Associates Fund. Mr. Chou is the Chief Executive Officer and Portfolio Manager of Chou Associates Management and the Portfolio Manager of Chou Associates Fund, and may be deemed to beneficially own securities owned by each of Chou Associates Management and Chou Associates Fund.

Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, the beneficial owner of any securities covered by this statement.

**(b) Address of Principal Business Office or, if none, Residence**

110 Sheppard Avenue East, Suite 301, Box 18, Toronto ON M2N 6Y8

**(c) Citizenship**

See Item 4 on the cover page(s) hereto.

**(d) Title of Class of Securities**

Class A Common Stock

**(e) CUSIP Number**

584404 10 7

**Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is:**

- (a)  A Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78o);
- (b)  A Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c);
- (c)  An insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c);
- (d)  An investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C. 80a-8);
- (e)  An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f)  An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g)  A parent holding company or control person in accordance with §240.13d-1(b)(1)(ii)(G);
- (h)  A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i)  A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);



- (j)
  - o A group, in accordance with §240.13d-1(b)(1)(ii)(J).

CUSIP No. 584404 10 7

**Item 4. Ownership.**

- (a) **Amount beneficially owned:** See Item 9 on the cover page(s) hereto.
- (b) **Percent of class:** See Item 11 on the cover page(s) hereto.
- (c) **Number of shares as to which such person has:**
  - (i) **Sole power to vote or to direct the vote:** See Item 5 on the cover page(s) hereto.
  - (ii) **Shared power to vote or to direct the vote:** See Item 6 on the cover page(s) hereto.
  - (iii) **Sole power to dispose or to direct the disposition of:** See Item 7 on the cover page(s) hereto.
  - (iv) **Shared power to dispose or to direct the disposition of:** See Item 8 on the cover page(s) hereto.

**Item 5. Ownership of Five Percent or Less of a Class**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following b.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person**

Not Applicable

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on by the Parent Holding Company or Control Person**

Not Applicable

**Item 8. Identification and Classification of Members of the Group**

Each reporting person may be deemed to be a member of a group with respect to the issuer or securities of the issuer for the purposes of Section 13(d) or 13(g) of the Act. Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, (i) acting (or has agreed or is agreeing to act together with any other person) as a partnership, limited partnership, syndicate, or other group for the purpose of acquiring, holding, or disposing of securities of the issuer or otherwise with respect to the issuer or any securities of the issuer or (ii) a member of any group with respect to the issuer or any securities of the issuer.

**Item 9. Notice of Dissolution of Group**

Each reporting person may be deemed to be a member of a group with respect to the issuer or securities of the issuer for the purposes of Section 13(d) or 13(g) of the Act. Each reporting person declares that neither the filing of this statement nor anything herein shall be construed as an admission that such person is, for the purposes of Section 13(d) or 13(g) of the Act or any other purpose, (i) acting (or has agreed or is agreeing to act together with any other person) as a partnership, limited partnership, syndicate, or other group for the purpose of acquiring, holding, or disposing of securities of the issuer or otherwise with respect to the issuer or any securities of the issuer or (ii) a member of any group with respect to the issuer or any securities of the issuer.

CUSIP No. 584404 10 7

**Item 10. Certifications**

(a) Not Applicable

(b) By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

CUSIP No. 584404 10 7

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

**Chou Associates Fund**

By: /s/ Francis Chou  
Name: Francis S. M. Chou  
Title: Portfolio Manager  
Date: February 11, 2010

**Chou Associates Management Inc.**

By: /s/ Francis Chou  
Name: Francis S. M. Chou  
Title: CEO and Portfolio Manager  
Date: February 11, 2010

**Francis S. M. Chou**

By: /s/ Francis Chou  
Name: Francis S. M. Chou  
Date: February 11, 2010

CUSIP No. 584404 10 7

**EXHIBIT INDEX**

<b>Exhibit</b>	<b>Description of Exhibit</b>
<b>99.9</b>	Joint Filing Agreement (incorporated herein by reference from Exhibit 99.2 to the Schedule 13G relating to the common stock of the issuer filed December 20, 2007, by the reporting person(s) with the Securities and Exchange Commission)