



DIVISION OF  
CORPORATION FINANCE

UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

October 19, 2010

Stephen Y. Dickinson  
Vice President and Chief Accounting Officer  
Media General, Inc.  
333 E. Franklin St.  
Richmond, VA 23219

**Re: Media General, Inc.  
Form 10-K  
Filed February 24, 2010  
File No. 001-06383**

**Definitive Proxy Statement on Schedule 14A  
Filed March 12, 2010**

Dear Mr. Dickinson:

We have completed our review of your filings and do not have any further comments at this time.

Sincerely,

John Stickel  
Attorney-Advisor