



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