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MEDIA GI Form 4 September	ENERAL INC 03. 2008								
								OMB APPROVAL	
	UNITED	STATES S	ECURITIE Washingt	S AND EX on, D.C. 2	OMB Number:	3235-0287			
Check t if no los subject Section Form 4 Form 5 obligati may co <i>See</i> Inst 1(b).	nger to 16. or Filed pur ons ntinue.	STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIESExpires: Estimated burden hou responseFiled pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 20(b) of the Investment Company Act of 1940Expires: Estimated burden hou response							
(Print or Type	Responses)								
1. Name and SCHAUSS	2. Issuer Name ymbol IEDIA GEN			5. Relationship of Reporting Person(s) to Issuer					
(Last)	(First) (A	Middle) 3.	3. Date of Earliest Transaction			(Check all applicable)			
333 EAST	Ionth/Day/Year) 0/02/2008			Director 10% Owner X Officer (give title Other (specify below) below) Vice President-Finance and CFO					
(Street) 4. If Ar Filed(M				r, Date Origin Year)	al	6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person			
RICHMON	ND, VA 23219					Form filed by I Person	More than One R	eporting	
(City)	(State)	(Zip)	Table I - No	on-Derivative	e Securities A	cquired, Disposed o	f, or Beneficia	lly Owned	
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)		Code Year) (Instr. 3	4. Securi ctionAcquirec Disposec 8) (Instr. 3, V Amount	(A) or d of (D) 4 and 5) (A) or	Securities D Beneficially (Owned (6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
Reminder: Re	eport on a separate line	e for each class	of securities b	-	-	or indirectly.	ction of	SEC 1474	
						ained in this form		(0, 02)	

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 Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
 (e.g., puts, calls, warrants, options, convertible securities)

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exercisable and	7. Title and Amount of	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transacti	orNumber	Expiration Date	Underlying Securities	Derivative
Security	or Exercise		any	Code	of	(Month/Day/Year)	(Instr. 3 and 4)	Security

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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					(Instr. 5)
			Code V	(A) (D) Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0	09/02/2008	A	64	(2)	(2)	Class A Common Stock	64	\$ 0

Reporting Owners

Reporting Owner Name / Address	Relationships							
1	Director	10% Owner	Officer	Other				
SCHAUSS JOHN A 333 EAST FRANKLIN ST RICHMOND, VA 23219			Vice President-Finance and CFO					
Signatures								
/s/ John A. Schauss, by George Attorney-in-fact	L. Maho	ney,	09/03/2008					
<u>**</u> Signature of Repo	rting Person		Date					

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) Units acquired under Company deferred compensation plan, final balance of which is distributed upon employee's termination of service.
- (2) Upon retirement, employee has several options as to the timing of payout.
- (3) Additionally, 27,800 non-derivative Class A common shares are held directly.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.