

REPORTS FOR MEDIA GENERAL INCORPORATION



The Media General Incorporation, known for being a leader in providing multimedia, including broadcasting television and digital media, as well as print products, has recently made reports that their income for the fourth quarter during 2011 was at \$27.7 million. In the fourth quarter of 2010, Media General had earned \$36.7 million, which shows that there has been a decline in the amount earned within the past year. The company has reported a total net loss of a little over \$3 million during the fourth quarter of 2011. This means that the total loss was about 15 cents for each share. It is believed that the decrease is partly due to the decrease in revenue from Politicians due to 2011 being a non-election year. It has affected the company. The President and Chief Executive Officer, Marshall N. Morton, has said, "Media General's fourth-quarter results reflected several positive trends. Automotive advertising at our Broadcast television stations increased 14 percent from the prior year. Excluding Political revenues, total Broadcast revenues increased nearly 9 percent." He also says, "In addition, the decline in Print revenues moderated to 6.6 percent, compared with a 9.1 percent decrease in the third quarter of 2011. Fourth-quarter Print revenues included strong preprint advertising volume in several markets and solid retail advertising related to the holidays." Morton is expecting the decline in earnings to continue during the year of 2012 but is unable to know for sure how much the decline will be because there is somewhat of a limited visibility. However, Morton says that while there has been a decline, Media General is, in fact, working to make plenty of progress and that they are still pleased because their partnerships continue to grow, expand, and ultimately become stronger. During 2012, Media General is expecting about \$58 million in interest payments and capital expenditures that would lead to anywhere between \$23 and \$25 million dollars. The Media General Incorporation is known for being a leading provider of information, news, and most importantly, entertainment amongst a number of media platforms. This reputable company has been serving a number of different consumers along with advertisers within very strong local markets, especially in the southeastern areas of the United States. The company has been spending a lot of time working on turning over to a digital media model and is also working to manage its broadcast television and print platforms in an effective manner. As of currently, Media General is operating three separate media advertising companies. These companies include Blockdot, DealTalker.com, and NetInformer. Blockdot is known for providing interactive entertainment to consumers. Dealtalker.com is a website designed for shopping and coupons for the general consumers. And, NetInformer is known for providing mobile marketing services.