



July 14, 2010

VIA ECFS FILING

Marlene H. Dortch, Esquire
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

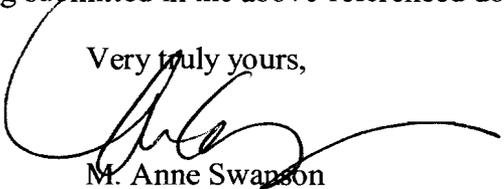
Re: Notification of *Ex Parte* Communication
MB Docket No. 09-182

Dear Ms. Dortch:

This is to advise you, in accordance with Section 1.1206 of the FCC's rules, that yesterday, George L. Mahoney, Vice President, Secretary, and General Counsel of Media General, Inc. ("Media General"), and I met with Eloise Gore, Acting Media Legal Advisor to Commissioner Mignon Clyburn, to discuss the positions that Media General has taken over the years in advocating for repeal of the newspaper/broadcast cross-ownership rule. Mr. Mahoney reviewed the company's history, its operation of cross-owned facilities in several markets, and the increased local news and diverse voices those properties bring to their markets. At the meeting, they discussed the *Notice of Inquiry* ("NOI") in the *2010 Quadrennial Review* proceeding and the comments that Media General submitted on July 12, 2010, in response to the *NOI*. Mr. Mahoney provided a copy of those comments in the meeting. Mr. Mahoney noted Media General's continuing belief that retention of restrictions on newspaper/broadcast cross-ownership harms the public interest, particularly localism. He emphasized the need for the Commission to proceed expeditiously in its conduct of the *NOI* phase of the proceeding.

As required by Section 1.1206(b), as modified by the policies applicable to electronic filings, an electronic copy of this letter is being submitted in the above-referenced docket.

Very truly yours,



M. Anne Swanson

cc (by email):
Eloise Gore, Esquire

