

EXHIBIT 11

Parties to the Application¹

**Ownership Structure of
Media General Broadcasting of South Carolina Holdings, Inc.**

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 – Percentage of total assets (equity plus debt)

	(a)	(b)	(c)
1.	Media General Broadcasting of South Carolina Holdings, Inc. 333 E. Franklin Street Richmond, VA 23219	J. Stewart Bryan III 4608 Sulgrave Road Richmond, VA 23221	James A. Zimmerman 2107 Trapnell Road Plant City, FL 33566
2.	Delaware Corporation	USA	USA
3.	N/A	President and Director	Vice President
4.	N/A	0%	0%
5.	N/A	N/A ²	N/A

¹ Voting percentage figures reported throughout this chart do not include exercisable stock options, but include shares held in the company's Thrift Plan.

² The reporting entities interpret Question 5 and part of Question 3 as seeking information about any parties, whose interests are otherwise non-attributable, who acquire attributable status as a result of operation of the "equity-debt-plus" rule (*see* 47 C.F.R. § 73.3555, Note 2(j)). There are no such parties in the reporting entities. As a result, Question 5 has been answered "N/A" throughout this form, as has Question 3 unless there is a positional interest to report.

EXHIBIT 11 (cont.)

Media General Broadcasting of South Carolina Holdings, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(d)	(e)	(f)
1.	Marshall N. Morton 105 Virginia Avenue Richmond, VA 23226	George L. Mahoney 3 Carterham Court Richmond, VA 23229	Media General Operations, Inc. 333 E. Franklin Street Richmond, VA 23219
2.	USA	USA	Delaware Corporation
3.	Treasurer and Director	Secretary	N/A
4.	0%	0%	100%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Ownership Structure of Media General Operations, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(a)	(b)	(c)
1.	Media General Operations, Inc. 333 East Franklin Street Richmond, VA 23219	J. Stewart Bryan III 4608 Sulgrave Road Richmond, VA 23221	Marshall N. Morton 105 Virginia Avenue Richmond, VA 23226
2.	Delaware Corporation	USA	USA
3.	N/A	President and Director	Treasurer
4.	N/A	0%	0%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Media General Operations, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(d)	(e)	(f)
1.	George L. Mahoney 3 Carterham Court Richmond, VA 23229	H. Graham Woodlief, Jr. 5 West Runswick Drive Richmond, VA 23233	James A. Zimmerman 2107 Trapnell Road Plant City, FL 33566
2.	USA	USA	USA
3.	Secretary	Vice President	Vice President
4.	0%	0%	0%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Media General Operations, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(g)
1.	Media General Communications, Inc. 333 East Franklin Street Richmond, VA 23219
2.	Delaware Corporation
3.	N/A
4.	100%
5.	N/A

EXHIBIT 11 (cont.)

Ownership Structure of Media General Communications, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(a)	(b)	(c)
1.	Media General Communications, Inc. 333 East Franklin Street Richmond, VA 23219	J. Stewart Bryan III 4608 Sulgrave Road Richmond, VA 23221	Marshall N. Morton 105 Virginia Avenue Richmond, VA 23226
2.	Delaware Corporation	USA	USA
3.	N/A	President and Director	Treasurer and Director
4.	N/A	0%	0%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Media General Communications, Inc.

Line 1 - Name and residence of officers, directors and stockholders

Line 2 - Citizenship

Line 3 - Office or directorship held

Line 4 - Percentage of votes

Line 5 - Percentage of total assets (equity plus debt)

	(d)	(e)
1.	George L. Mahoney 3 Carterham Court Richmond, VA 23229	Media General, Inc. 333 East Franklin Street Richmond, VA 23219
2.	USA	Virginia Corporation
3.	Secretary	N/A
4.	0%	100%
5.	N/A	N/A

EXHIBIT 11 (cont.)

Ownership Structure of Media General, Inc.

Line 1 - Name and residence of officers, directors and stockholders
Line 2 - Citizenship
Line 3 - Office or directorship held
Line 4 - Percentage of votes
Line 5 - Percentage of total assets (equity plus debt)

	(a)	(b)	(c)
1.	Media General, Inc. 333 East Franklin Street Richmond, VA 23219	J. Stewart Bryan III 4608 Sulgrave Road Richmond, VA 23221	Marshall N. Morton 105 Virginia Avenue Richmond, VA 23226
2.	Virginia Corporation	USA	USA
3.	N/A	Chairman, CEO, and Director	Vice Chairman, CFO & Principal Acctg. Officer, and Director
4.	N/A	Class B – 76.91%; Class A – 11.42% ³	Less than 1%
5.	N/A	N/A	N/A

³ Mr. Bryan holds both Class B and Class A shares either directly or through various trusts, including the D. Tennant Bryan Media Trust (the “Media Trust”) of which Mr. Bryan is the sole trustee. Pursuant to the shareholder voting rights and restrictions set forth in the company’s Articles of Incorporation, Mr. Bryan controls the Board of Directors and the company and is the single majority shareholder of Media General, Inc. within the meaning of Section 73.3555 of the Commission’s rules by virtue of the Class B shares he holds directly and through the Media Trust. Accordingly, pursuant to the Commission’s *Memorandum Opinion and Order* (“MO&O”) in MM Docket Nos. 94-150, 92-51, and 87-154 (released January 19, 2001) ¶ 44, the interests of Media General, Inc.’s greater-than-five-percent minority shareholders which were acquired prior to the effective date of the MO&O are non-attributable.

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Media General, Inc.

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Line 3 - Office or directorship held

Line 4 - Percentage of votes

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	(d)	(e)	(f)
1.	O. Reid Ashe, Jr. 1 Oak Lane Richmond, VA 23226	Wyndham Robertson 520 Hooper Lane Chapel Hill, NC 27514	Charles A. Davis 17 Field Point Drive Greenwich, CT 06830
2.	USA	USA	USA
3.	President and Chief Operating Officer	Director	Director
4.	Less than 1%	Less than 1%	Less than 1%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Media General, Inc.

Line 1 - Name and residence of officers, directors and stockholders

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	(g)	(h)	(i)
1.	John G. Medlin, Jr. 1056 Kenleigh Circle Winston-Salem, NC 27106	Robert V. Hatcher, Jr. Red Gates 1180 Yellow Gate Lane Manakin Sabot, VA 23103	Henry L. Valentine, Jr. 207 Locke Lane Richmond, VA 23226
2.	USA	USA	USA
3.	Director	Director	Director
4.	Less than 1%	Less than 1%	Less than 1%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

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	(j)	(k)	(l)
1.	Thompson L. Rankin 5324 Interbay Boulevard Tampa, FL 33611	Walter E. Williams 371 Devonshire Road Devon, PA 19333	H. Graham Woodlief, Jr. 5 West Runswick Drive Richmond, VA 23226
2.	USA	USA	USA
3.	Director	Director	Vice President, Publishing
4.	Less than 1%	Less than 1%	Less than 1%
5.	N/A	N/A	N/A

EXHIBIT 11 (cont.)

Media General, Inc.

Line 1 - Name and residence of officers, directors and stockholders

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Line 3 - Office or directorship held

Line 4 - Percentage of votes

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	(m)	(n)	(o)
1.	James A. Zimmerman 2107 Trapnell Road Plant City, FL 33566	Neil F. Fondren 2600 Witton Turn Midlothian, VA 23113	Lou Anne J. Nabhan 4303 Cary Street Road Richmond, VA 23221
2.	USA	USA	USA
3.	Vice President, Broadcasting	Vice President, Interactive Media	Vice President, Communications
4.	Less than 1%	Less than 1%	Less than 1%
5.	N/A	N/A	N/A

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	(p)	(q)	(r)
1.	John A. Schauss 5 Malvern Avenue, #2 Richmond, VA 23221	D. Page Cooper 16237 Goldmine Lane Rockville, VA 23146	Stephen Y. Dickinson 2501 Cromwell Road Richmond, VA 23235
2.	USA	USA	USA
3.	Treasurer	Asst. Secretary and Asst. Treasurer	Controller
4.	Less than 1%	Less than 1%	Less than 1%
5.	N/A	N/A	N/A

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Line 4 - Percentage of votes

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	(s)		
1.	George L. Mahoney 3 Carterham Court Richmond, VA 23229		
2.	USA		
3.	Secretary and General Counsel		
4.	Less than 1%		
5.	N/A		