Edgar Filing: Smolla Rodney A - Form 4

Smolla Rodne Form 4									
October 01, 2	Л						PPROVAL		
	UNITED	STATES SE		AND EXCHAN , D.C. 20549	GE COMMISSION	OMB Number:	3235-0287		
Check this if no longe subject to Section 16 Form 4 or Form 5 obligation may contin <i>See</i> Instruct 1(b).	Filed pur S. Filed pur Section 17(suant to Sect a) of the Pub	HANGES IN SECUI tion 16(a) of the lic Utility Hol the Investment	Expires: Estimated burden hou response n	urs per				
(Print or Type R	esponses)								
1. Name and Address of Reporting Person <u>*</u> Smolla Rodney A			mbol	d Ticker or Trading	Issuer				
(Last) (First) (Middle) 333 EAST FRANKLIN ST			Date of Earliest T onth/Day/Year) /30/2010	ransaction	X_ Director	Officer (give title Other (specify			
(Street)			If Amendment, D ed(Month/Day/Yea	-	Applicable Line) _X_ Form filed by (6. Individual or Joint/Group Filing(Check Applicable Line) _X_ Form filed by One Reporting Person Form filed by More than One Reporting 			
RICHMONE), VA 23219				Person		oporting		
(City)	(State)	(Zip)	Table I - Non-	Derivative Securiti	es Acquired, Disposed o	f, or Beneficia	lly Owned		
	2. Transaction Date Month/Day/Year)	2A. Deemed Execution Date any (Month/Day/Y	Code	4. Securities nAcquired (A) or Disposed of (D) (Instr. 3, 4 and 5) (A) or Amount (D) Pr	Securities H Beneficially (Owned (5. Ownership Form: Direct D) or Indirect I) Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)		
Reminder: Repo	rt on a separate line	for each class o	of securities bene	information on required to re	tly or indirectly. respond to the collect contained in this form espond unless the for irrently valid OMB cor	are not m	SEC 1474 (9-02)		

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. Number	6. Date Exercisable and	7. Title and Amount of	8. Pric
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transactio	onof Derivative	Expiration Date	Underlying Securities	Deriva
Security	or Exercise		any	Code	Securities	(Month/Day/Year)	(Instr. 3 and 4)	Securi
(Instr. 3)	Price of		(Month/Day/Year)	(Instr. 8)	Acquired			(Instr.

	Derivative Security			(D)	Disposed of D) Instr. 3, 4,						
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	
Phantom Stock (1)	\$ 0 <u>(3)</u>	09/30/2010	А		1,538		(2)	(2)	Class A Common Stock	1,538	\$ 9.4

Reporting Owners

Reporting Owner Name / Address		Relationsh		
r o	Director	10% Owner	Officer	Other
Smolla Rodney A				
333 EAST FRANKLIN ST	Х			
RICHMOND, VA 23219				
Signatures				

/s/ Rodney A. Smolla, by George L. Mahoney, Attorney-in-fact

**Signature of Reporting Person

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) Reports quarterly allocations under the Company deferred compensation plan for outside directors fees.
- (2) Upon termination of service as a director, the units become payable in accordance with the settlement election of the reporting person.

10/01/2010

Date

(3) Each unit is the economic equivalent of one share of Class A common stock.

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.