FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPR	OVAL							
OMB Number:	3235-0287							
Estimated average burden								
hours per response:	0.5							

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name and Address of Reporting Person* LADA WARREN S (Last) (First) (Middle) 73 KERCHEVAL AVENUE					3. D	Saga Communication (Month/Day/Year) 3. Date of Earliest Transaction (Month/Day/Year) 03/01/2008										C. Relationship of Reporting Person(s) to Issuer Check all applicable) Director Director Difficer (give title below) Senior VP - Operations					wner (specify
(Street) GROSSE POINTE FARMS (City)	GROSSE POINTE MI 48236 FARMS					4. If Amendment, Date of Original Filed (Month/Day/Year)										6. Indiv Line) X	,				
	Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																				
1. Title of Security (Instr. 3) 2. Transac Date (Month/Date)					Execution Date,			Date,	Code (Instr.		5)				4 and Sec Ber Own Rep			Forn (D) c	wnership m: Direct or Indirect nstr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)	
									Code	v	Amount		(A) or (D)	Pric	е	Transa (Instr.	ansaction(s) nstr. 3 and 4)				
Class A Common Stock 03/01/2						2008			F		1,861 D		\$5	.82	21,836			D			
Class A Common Stock																		757		I	By 401(k)
Class A Common Stock																5,370(1)			I	By ESPP	
	Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																				
1. Title of Derivative Security (Instr. 3)	e Conversion or Exercise Price of Derivative Security Date (Month/Day/Year) Date (Month/Day/Year) If any (Month/Day/Year) If Any (Month/Day/Year) Security			4. Transa Code (8)				ive (ies ed	5. Date E: Expiratio (Month/D Date Exercisal	n Date ay/Yea	•	7. Title and Amount of Securities Underlying Derivative Security (Instr. and 4) Amour or Numbe of Title Shares		f g nstr. 3 nount umber			9. Number of derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	F [10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	

Explanation of Responses:

1. Includes shares acquired by reporting person under the issuer's Employee Stock Purchase Plan since last reported on Form 4.

Fred B. Green as attorney-in-

<u>fact</u>

03/04/2008

** Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- * 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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.