

ROBINSON J MACK  
Form 4  
January 06, 2005

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

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

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
ROBINSON J MACK

(Last) (First) (Middle)  
4370 PEACHTREE ROAD NE  
(Street)

ATLANTA, GA 30319

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
BULL RUN CORP [BULL]

3. Date of Earliest Transaction  
(Month/Day/Year)  
12/31/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
Chairman

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3) | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Indirect Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|--|
| Common Stock, \$.01 par value   |                                      |  |                                |   | 2,742,478   | D  |  |
| Common Stock, \$.01 par value   | 12/31/2004                           |  | P                              | V 2,500 A   | \$ 0.42 55,210  | I  | by Spouse <sup>(1)</sup>                   |
| Common Stock, \$.01 par value   | 01/04/2005                           |  | P                              | V 5,000 A   | \$ 0.5 60,210   | I  | by Spouse <sup>(1)</sup>                   |
| Common Stock, \$.01             |                                      |  |                                |   | 42,800  | I  | by Trust for Child <sup>(2)</sup>          |

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|                               |         |   |  |   |
|-------------------------------|---------|---|--|---|
| par value                     |         |   |  |   |
| Common Stock, \$.01 par value | 58,320  | I |  | by Trust for Child <sup>(3)</sup>             |
| Common Stock, \$.01 par value | 19,200  | I |  | by JMR Foundation                             |
| Common Stock, \$.01 par value | 72,724  | I |  | by Delta Fire Insurance Co. <sup>(4)</sup>    |
| Common Stock, \$.01 par value | 206,179 | I |  | by Delta Life Insurance Co. <sup>(5)</sup>    |
| Common Stock, \$.01 par value | 76,335  | I |  | by Bankers Fidelity <sup>(6)</sup>            |
| Common Stock, \$.01 par value | 61,335  | I |  | by Georgia Casualty & Surety <sup>(7)</sup>   |
| Common Stock, \$.01 par value | 44,324  | I |  | by Gulf Capital Services, Ltd. <sup>(8)</sup> |
| Common Stock, \$.01 par value | 266,059 | I |  | By General Partnership <sup>(9)</sup>         |

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

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(9-02)

**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) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------|
|--|--|--------------------------------------|--|--------------------------------|---|--|---|---------------------|

4, and 5)

|                    |          | Date Exercisable           | Expiration Date | Title                   | Amount or Number of Shares |
|--------------------|----------|----------------------------|-----------------|-------------------------|----------------------------|
| Option to Purchase | \$ 14.85 | 04/23/2002 <sup>(10)</sup> | 04/23/2006      | Common Stock, \$.01 par | 35,000                     |

## Reporting Owners

| Reporting Owner Name / Address                                 | Relationships |           |          |       |
|--|---------------|-----------|----------|-------|
|  | Director      | 10% Owner | Officer  | Other |
| ROBINSON J MACK<br>4370 PEACHTREE ROAD NE<br>ATLANTA, GA 30319 | X             | X         | Chairman |       |

## Signatures

FREDERICK J. ERICKSON attorney in fact for J. MACK  
ROBINSON

01/06/2005

\*\*Signature of Reporting Person Date

## 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) Owned by spouse, Harriett J. Robinson.
- (2) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Robin M. Robinson.
- (3) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Jill E. Robinson.
- (4) Owned by Delta Fire & Casualty Insurance Co., of which the reporting person is Chairman & President.
- (5) Owned by Delta Life Insurance Co., of which the reporting person is Chairman & President.
- (6) Owned by Bankers Fidelity Life Insurance Company, a wholly-owned subsidiary of Atlantic American Corporation, of which the reporting person is Chairman of the Board.
- (7) Owned by Georgia Casualty & Surety Insurance Co., of which the reporting person is Chairman.
- (8) Owned by Gulf Capital Services, Ltd., which is a family-owned limited partnership.
- (9) The reporting person is a general partner of the Robinson-Prather Partnership, which beneficially owns these securities.
- (10) Exercisable in 11,650 share increments on 4/23/02 and 4/23/03, and 11,700 share increment on 4/23/04.

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