

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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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

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

ATLANTA, GA 30319

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

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

(City) (State) (Zip)

**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.

**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 control number.**

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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.

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.