

ROBINSON J MACK
Form 4
February 07, 2005

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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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)
02/07/2005

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 Beneficial Ownership (Instr. 4) | |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|---|----------------------------|
| | | | Code | V | Amount | (D) | Price | |
| Common Stock, \$.01 par value | 02/07/2005 | | J ⁽¹⁾ | | 25,000 | A | \$ 0.6 2,767,478 | D |
| Common Stock, \$.01 par value | 02/07/2005 | | J ⁽²⁾ | | 343,333 | A | \$ 0.66 3,110,811 | D |
| Common Stock, \$.01 par value | 01/21/2005 | | P | V | 1,000 | A | \$ 0.52 61,210 | I by Spouse ⁽³⁾ |

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| | | | | | | | | | |
|--------------------------------|------------|---|---|-------|---|------------|---------|---|--|
| Common Stock, \$0.01 par value | 02/01/2005 | P | V | 5,000 | A | \$ 0.52 | 66,210 | I | by Spouse <u>(3)</u> |
| Common Stock, \$0.01 par value | | | | | | | 58,320 | I | by Trust for Child <u>(4)</u> |
| Common Stock, \$0.01 par value | | | | | | | 42,800 | I | by Trust for Child <u>(5)</u> |
| Common Stock, \$0.01 par value | | | | | | | 19,200 | I | by JMR Foundation |
| Common Stock, \$0.01 par value | | | | | | | 206,179 | I | by Delta Life Insurance Co. <u>(6)</u> |
| Common Stock, \$0.01 par value | | | | | | | 72,724 | I | by Delta Fire Insurance Co. <u>(7)</u> |
| Common Stock, \$0.01 par value | | | | | | | 76,335 | I | by Bankers Fidelity <u>(8)</u> |
| Common Stock, \$0.01 par value | | | | | | | 61,335 | I | by Georgia Casualty & Surety <u>(9)</u> |
| Common Stock, \$0.01 par value | | | | | | | 44,324 | I | by Gulf Capital Services, Ltd. <u>(10)</u> |
| Common Stock, \$0.01 par value | | | | | | | 266,059 | I | By General Partnership <u>(11)</u> |

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

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SEC 1474
(9-02)

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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, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Option to Purchase | \$ 14.85 | | | | | 04/23/2002 ⁽¹²⁾ 04/23/2006 | Common Stock, \$0.01 par 35,000 |

Reporting Owners

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

Signatures

FREDERICK J. ERICKSON attorney in fact for J. MACK ROBINSON
 Signature: _____ Date: 02/07/2005

**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) Directors fee paid pursuant to board of directors resolution.
- (2) Stock compensation pursuant to board of directors resolution.
- (3) Owned by spouse, Harriett J. Robinson.
- (4) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Jill E. Robinson.
- (5) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Robin M. Robinson.
- (6) Owned by Delta Life Insurance Co., of which the reporting person is Chairman & President.
- (7) Owned by Delta Fire & Casualty Insurance Co., of which the reporting person is Chairman & President.
- (8) 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.
- (9) Owned by Georgia Casualty & Surety Insurance Co., of which the reporting person is Chairman.

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- (10) Owned by Gulf Capital Services, Ltd., which is a family-owned limited partnership.
- (11) The reporting person is a general partner of the Robinson-Prather Partnership, which beneficially owns these securities.
- (12) 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.