

ROBINSON J MACK
Form 4
February 07, 2005

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

OMB APPROVAL

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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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- (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.