

ROBINSON J MACK  
Form 4  
February 07, 2005

**FORM 4**

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

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

## OMB APPROVAL

OMB  
Number: 3235-0287  
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2005  
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response... 0.5

(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	(A) or (D)	Price
Common Stock, \$.01 par value	02/07/2005		J <sup>(1)</sup>		25,000	A	\$ 0.6 2,767,478
Common Stock, \$.01 par value	02/07/2005		J <sup>(2)</sup>		343,333	A	\$ 0.66 3,110,811
Common Stock, \$.01 par value	01/21/2005		P	V	1,000	A	\$ 0.52 61,210

by Spouse  
(3)

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Common Stock, \$.01 par value	02/01/2005	P	V	5,000	A	\$ 0.52	66,210	I	by Spouse <u>(3)</u>
Common Stock, \$.01 par value							58,320	I	by Trust for Child <u>(4)</u>
Common Stock, \$.01 par value							42,800	I	by Trust for Child <u>(5)</u>
Common Stock, \$.01 par value							19,200	I	by JMR Foundation
Common Stock, \$.01 par value							206,179	I	by Delta Life Insurance Co. <u>(6)</u>
Common Stock, \$.01 par value							72,724	I	by Delta Fire Insurance Co. <u>(7)</u>
Common Stock, \$.01 par value							76,335	I	by Bankers Fidelity <u>(8)</u>
Common Stock, \$.01 par value							61,335	I	by Georgia Casualty & Surety <u>(9)</u>
Common Stock, \$.01 par value							44,324	I	by Gulf Capital Services, Ltd. <u>(10)</u>
Common Stock, \$.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)	8. Amount or Number of Shares
Option to Purchase	\$ 14.85					04/23/2002 <sup>(12)</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 4370 PEACHTREE ROAD NE ATLANTA, GA 30319	X	X	Chairman	

## Signatures

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

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.

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