

ROBINSON J MACK  
Form 4  
November 22, 2004

**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)  
11/19/2004

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Stock, \$.01 par value	11/19/2004		J <sup>(1)</sup>		674,938	A	\$ 0.37
Common Stock, \$.01 par value					52,710	I <sup>(2)</sup>	by Spouse
Common Stock, \$.01 par value					266,059	I	by General Partnership <sup>(3)</sup>

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Common Stock, \$.01 par value	42,800	I	by Trust for Child <u>(4)</u>
Common Stock, \$.01 par value	58,320	I	by Trust for Child <u>(5)</u>
Common Stock, \$.01 par value	19,200	I	by JMR Foundation
Common Stock, \$.01 par value	72,724	I	by Delta Fire Insurance Co. <u>(6)</u>
Common Stock, \$.01 par value	206,179	I	by Delta Life 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>

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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**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	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. I S (
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