

BULL RUN CORP

Form 5

October 08, 2004

FORM 5**UNITED STATES SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549Check this box if
no longer subject
to Section 16.Form 4 or Form
5 obligations
may continue.See Instruction
1(b).Form 3 Holdings
Reported

Form 4

Transactions

Reported

**ANNUAL 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: 3235-0362Expires: January 31,
2005Estimated average
burden hours per
response... 1.01. Name and Address of Reporting Person *
BUSBY JAMES W

(Last) (First) (Middle)

1936 LONDON LANE

(Street)

2. Issuer Name **and** Ticker or Trading
Symbol
BULL RUN CORP [BULL]3. Statement for Issuer's Fiscal Year Ended
(Month/Day/Year)
08/31/20044. 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)

6. Individual or Joint/Group Reporting

(check applicable line)

WILMINGTON, NC 28405☒ 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 at end of Issuer's Fiscal Year (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
Common Stock, \$.01 par value	Â	Â	Â	Â Â Â Â	206,316	D	Â
Common Stock, \$.01 par value	Â	Â	Â	Â Â Â Â	3,102	I	By Minor Child
Common Stock, \$.01 par value	Â	Â	Â	Â Â Â Â	3,102	I	By Minor Child

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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.

SEC 2270
(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, 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
					(A)	(D)	Date Exercisable	Expiration Date	Title		
Option to Purchase	\$ 43.75	Â	Â	Â	Â	Â	05/06/1998	05/06/2008	Common Stock, \$.01 par		500
Option to Purchase	\$ 39.375	Â	Â	Â	Â	Â	09/14/1999	09/14/2009	Common Stock, \$.01 par		500
Option to Purchase	\$ 20.625	Â	Â	Â	Â	Â	11/01/2000	11/01/2010	Common Stock, \$.01 par		500
Option to Purchase	\$ 9.3	Â	Â	Â	Â	Â	11/07/2001	11/07/2011	Common Stock, \$.01 par		500
Option to Purchase	\$ 5.7	Â	Â	Â	Â	Â	02/13/2003	02/13/2013	Common Stock, \$.01 par		500
Option to Purchase	\$ 1.16	01/07/2004	Â	A	1	Â	01/07/2004	01/07/2014	Common Stock, \$.01 par		500

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BUSBY JAMES W 1936 LONDON LANE WILMINGTON,Â NCÂ 28405	Â X	Â	Â	Â

Signatures

JAMES W.
BUSBY

10/08/2004

__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) Option grant under Non-Employee Directors Plan.

Note: File three copies of this Form, one of which must be manually signed. If space provided 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.