

JOHNSON MONTE C  
Form 4  
February 07, 2005

**FORM 4**

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

OMB APPROVAL

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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

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
JOHNSON MONTE C

2. Issuer Name and Ticker or Trading Symbol  
BULL RUN CORP [BULL]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
P.O. BOX 3829  
(Street)  
LAWRENCE, KS 66046  
(City) (State) (Zip)

3. Date of Earliest Transaction (Month/Day/Year)  
02/07/2005

Director  10% Owner  
 Officer (give title below)  Other (specify below)

4. If Amendment, Date Original Filed(Month/Day/Year)

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 Ownership (Instr. 4) |
|---------------------------------|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|                                 |                                      |  | Code                           | V   | Amount  | (D)  | Price                             |
| Common stock, \$.01 par value   | 02/07/2005                           |  | J <sup>(1)</sup>               |   | 15,000  | A  | \$ 0.6                            |
|                                 |                                      |  |                                |   | 17,500  | D  |                                   |

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 1474 (9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

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| 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. Pr Deriv Secur (Instr |                            |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|--------------------------|----------------------------|
|  |  |                                      |  | Code                           | V (A) (D)   | Date Exercisable   | Expiration Date   | Title                    | Amount or Number of Shares |
| Option to purchase                         | \$ 3.437   |                                      |  |                                |   | 12/17/1999   | 11/01/2005  | Common Stock, \$0.01 par | 1,818                      |
| Option to purchase                         | \$ 3.437   |                                      |  |                                |   | 12/17/1999   | 09/01/2006  | Common Stock, \$0.01 par | 1,818                      |
| Option to purchase                         | \$ 3.437   |                                      |  |                                |   | 12/17/1999   | 07/23/2007  | Common Stock, \$0.01 par | 1,818                      |
| Option to purchase                         | \$ 3.437   |                                      |  |                                |   | 12/17/1999   | 06/26/2008  | Common Stock, \$0.01 par | 1,818                      |
| Option to purchase                         | \$ 9.3   |                                      |  |                                |   | 11/07/2001   | 11/07/2011  | Common Stock, \$0.01 par | 500                        |
| Option to purchase                         | \$ 5.7   |                                      |  |                                |   | 02/13/2003   | 02/13/2013  | Common Stock, \$0.01 par | 500                        |
| Option to purchase                         | \$ 1.16  |                                      |  |                                |   | 01/07/2004   | 01/07/2014  | Common Stock, \$0.01 par | 500                        |
| Option to purchase                         | \$ 0.62  | 01/26/2005                           |  | A                              | V 1   | 01/26/2005   | 01/26/2015  | Common Stock, \$0.01 par | 500                        |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |         |       |
|----------------------------------|---------------|-----------|---------|-------|
|                                  | Director      | 10% Owner | Officer | Other |
| JOHNSON MONTE C<br>P.O. BOX 3829 | X             |           |         |       |

LAWRENCE, KS 66046

## Signatures

FREDERICK J. ERICKSON attorney in fact for MONTE C.  
JOHNSON

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) Portion of directors fee paid pursuant to board of directors resolution
  - (2) Option grant under Non-Employee Directors' Plan

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.