

ERICKSON FREDERICK J

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 *
ERICKSON FREDERICK J

(Last) (First) (Middle)

4216 STUART ANDREW BLVD.

(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)

Vice President-Finance, CFO

6. Individual or Joint/Group Reporting

(check applicable line)

CHARLOTTE, NC 28217

☒ 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)
				Amount	(A) or (D)	Price			
Common Stock, \$.01 par value	09/29/2003	Â	L	9.14	<u>A</u> (1)	\$ 3.04	973.5268	D	Â
Common Stock, \$.01 par value	10/01/2003	Â	L	10.05	<u>A</u> (1)	\$ 2.8	983.5768	D	Â
Common Stock, \$.01 par value	10/09/2003	Â	L	9.86	<u>A</u> (1)	\$ 2.67	993.4368	D	Â

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Common Stock, \$.01 par value	10/22/2003	Â	L	11.56	<u>A</u> (1)	\$ 2.65	1,004.9968	D	Â
Common Stock, \$.01 par value	12/05/2003	Â	L	77.58	<u>A</u> (1)	\$ 1.56	1,082.5768	D	Â
Common Stock, \$.01 par value	12/18/2003	Â	L	24.42	<u>A</u> (1)	\$ 1.15	1,106.9968	D	Â
Common Stock, \$.01 par value	01/05/2004	Â	L	23.13	<u>A</u> (1)	\$ 1.17	1,130.1268	D	Â

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)
					(A) (D)	Date Exercisable Expiration Date	Title Amount or Number of Shares
Option to Purchase	\$ 36.875	Â	Â	Â	Â Â	02/01/2000 ⁽²⁾ 02/01/2009	Common Stock, \$.01 par 5,000
Option to Purchase	\$ 13.5	Â	Â	Â	Â Â	04/23/2002 ⁽³⁾ 04/23/2011	Common Stock, \$.01 par 10,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
ERICKSON FREDERICK J 4216 STUART ANDREW BLVD. CHARLOTTE,Â NCÂ 28217	Â	Â	Â Vice President-Finance, CFO	Â

Signatures

FREDERICK J.
ERICKSON

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) Acquired pursuant to a company stock purchase plan.
- (2) Exercisable in increments of 1,000 shares on 2/1/00 and 2,000 shares on each of 2/1/02 and 2/1/02.
- (3) Exercisable in increments of 3,300 shares on each of 4/23/02 and 4/23/03, and 3,400 shares on 4/23/04.

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.