

ROBINSON J MACK

Form 4

January 04, 2006

**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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burden hours per  
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)  
12/30/2005

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<br>Security<br>(Instr. 3)  | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. Transaction<br>Code<br>(Instr. 8) | 4. Securities Acquired (A)<br>or Disposed of (D)<br>(Instr. 3, 4 and 5) | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported<br>Transaction(s)<br>(Instr. 3 and 4) | 6. Ownership<br>Form:<br>Direct (D)<br>or Indirect<br>(I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|----------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>Stock,<br>\$.01 par<br>value | 12/30/2005                              |                                                             | U                                    | 3,110,811                                                               | D <u>11</u> 0                                                                                                      | D                                                                       |                                                                   |
| Common<br>Stock,<br>\$.01 par<br>value | 12/30/2005                              |                                                             | U                                    | 66,210                                                                  | D <u>11</u> 0                                                                                                      | I                                                                       | by Spouse<br>(2)                                                  |
| Common<br>Stock,<br>\$.01 par<br>value | 12/30/2005                              |                                                             | U                                    | 58,320                                                                  | D <u>11</u> 0                                                                                                      | I                                                                       | by Trust for<br>Child (3)                                         |

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|                               |            |   |         |   |            |   |   |                                           |
|-------------------------------|------------|---|---------|---|------------|---|---|-------------------------------------------|
| Common Stock, \$.01 par value | 12/30/2005 | U | 42,800  | D | <u>(1)</u> | 0 | I | by Trust for Child <u>(4)</u>             |
| Common Stock, \$.01 par value | 12/30/2005 | U | 19,200  | D | <u>(1)</u> | 0 | I | by JMR Foundation                         |
| Common Stock, \$.01 par value | 12/30/2005 | U | 206,179 | D | <u>(1)</u> | 0 | I | by Delta Life Insurance Co. <u>(5)</u>    |
| Common Stock, \$.01 par value | 12/30/2005 | U | 72,724  | D | <u>(1)</u> | 0 | I | by Delta Fire Insurance Co. <u>(6)</u>    |
| Common Stock, \$.01 par value | 12/30/2005 | U | 76,335  | D | <u>(1)</u> | 0 | I | by Bankers Fidelity <u>(7)</u>            |
| Common Stock, \$.01 par value | 12/30/2005 | U | 61,335  | D | <u>(1)</u> | 0 | I | by Georgia Casualty & Surety <u>(8)</u>   |
| Common Stock, \$.01 par value | 12/30/2005 | U | 44,324  | D | <u>(1)</u> | 0 | I | by Gulf Capital Services, Ltd. <u>(9)</u> |
| Common Stock, \$.01 par value | 12/30/2005 | U | 266,059 | D | <u>(1)</u> | 0 | I | By General Partnership <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.**

SEC 1474  
(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) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Securities (Instr. 3 and 4) | 8. I |
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|------|
|--------------------------------------------|--------------------------------------------------------|--------------------------------------|----------------------------------------------------|--------------------------------|--------------------------------------------------------------------|----------------------------------------------------------|---------------------------------------------------------------|------|

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(Instr. 3, 4,  
and 5)

|                    | Code     | V | (A)        | (D) | Date<br>Exercisable | Expiration<br>Date | Title      | Amount<br>or<br>Number<br>of Shares |        |
|--------------------|----------|---|------------|-----|---------------------|--------------------|------------|-------------------------------------|--------|
| Option to Purchase | \$ 14.85 |   | 12/30/2005 | U   | 35,000              | <u>(11)</u>        | 04/23/2006 | Common Stock, \$01 par              | 35,000 |

## Reporting Owners

| Reporting Owner Name / Address                                 | Relationships |           |          |       |
|----------------------------------------------------------------|---------------|-----------|----------|-------|
|                                                                | Director      | 10% Owner | Officer  | Other |
| ROBINSON J MACK<br>4370 PEACHTREE ROAD NE<br>ATLANTA, GA 30319 | X             | X         | Chairman |       |

## Signatures

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

01/04/2006

\_\_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) Disposed of pursuant to the merger agreement between Bull Run Corporation and Triple Crown Media, Inc., the terms of which provide for the exchange of each outstanding share of Bull Run common stock for 0.0289 shares of Triple Crown Media, Inc. common stock having a market value of \$12.25 per share as of market close on December 30, 2005.
- (2) Owned by spouse, Harriett J. Robinson.
- (3) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Jill E. Robinson.
- (4) Owned by Harriett J. Robinson, Trustee U/A 8/25/84 FBO Robin M. Robinson.
- (5) Owned by Delta Life Insurance Co., of which the reporting person is Chairman & President.
- (6) Owned by Delta Fire & Casualty Insurance Co., of which the reporting person is Chairman & President.
- (7) 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.
- (8) Owned by Georgia Casualty & Surety Insurance Co., of which the reporting person is Chairman.
- (9) Owned by Gulf Capital Services, Ltd., which is a family-owned limited partnership.
- (10) The reporting person is a general partner of the Robinson-Prather Partnership, which beneficially owns these securities.
- (11) This option, which was fully vested, was assumed by Triple Crown Media, Inc. and replaced with an option to purchase 1,011 shares of Triple Crown Media common stock for \$513.85 per share.

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.