

JOHNSON MONTE C  
Form 4  
February 07, 2005

**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 \*  
JOHNSON MONTE C

(Last) (First) (Middle)

P.O. BOX 3829

(Street)

LAWRENCE, KS 66046

(City) (State) (Zip)

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

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

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)

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<br>(A) or Disposed of<br>(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: Direct<br>(D) or<br>Indirect (I)<br>(Instr. 4) | 7. Nature of<br>Indirect<br>Beneficial<br>Ownership<br>(Instr. 4) |
|---------------------------------------|-----------------------------------------|-------------------------------------------------------------|--------------------------------------|----------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------|-------------------------------------------------------------------|
| Common<br>stock, \$.01<br>par value   | 02/07/2005                              |                                                             | J <sup>(1)</sup>                     | 15,000 A<br>\$ 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  
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SEC 1474  
(9-02)

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

# Edgar Filing: JOHNSON MONTE C - Form 4

| 1. Title of<br>Derivative<br>Security<br>(Instr. 3) | 2.<br>Conversion<br>or Exercise<br>Price of<br>Derivative<br>Security | 3. Transaction Date<br>(Month/Day/Year) | 3A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 4.<br>Transaction<br>Code<br>(Instr. 8) | 5.<br>Number<br>of<br>Derivative<br>Securities<br>Acquired<br>(A) or<br>Disposed<br>of (D)<br>(Instr. 3,<br>4, and 5) | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) | 7. Title and Amount of<br>Underlying Securities<br>(Instr. 3 and 4) | 8. Pr<br>Deriv<br>Secur<br>(Instr       |
|-----------------------------------------------------|-----------------------------------------------------------------------|-----------------------------------------|-------------------------------------------------------------|-----------------------------------------|-----------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------|---------------------------------------------------------------------|-----------------------------------------|
|                                                     |                                                                       |                                         |                                                             | Code                                    | V                                                                                                                     | (A)                                                            | (D)                                                                 | Amount<br>or<br>Number<br>of<br>Shares  |
| Option to<br>purchase                               | \$ 3.437                                                              |                                         |                                                             |                                         |                                                                                                                       | 12/17/1999                                                     | 11/01/2005                                                          | Common<br>Stock,<br>\$0.01 par<br>1,818 |
| Option to<br>purchase                               | \$ 3.437                                                              |                                         |                                                             |                                         |                                                                                                                       | 12/17/1999                                                     | 09/01/2006                                                          | Common<br>Stock,<br>\$0.01 par<br>1,818 |
| Option to<br>purchase                               | \$ 3.437                                                              |                                         |                                                             |                                         |                                                                                                                       | 12/17/1999                                                     | 07/23/2007                                                          | Common<br>Stock,<br>\$0.01 par<br>1,818 |
| Option to<br>purchase                               | \$ 3.437                                                              |                                         |                                                             |                                         |                                                                                                                       | 12/17/1999                                                     | 06/26/2008                                                          | Common<br>Stock,<br>\$0.01 par<br>1,818 |
| Option to<br>purchase                               | \$ 9.3                                                                |                                         |                                                             |                                         |                                                                                                                       | 11/07/2001                                                     | 11/07/2011                                                          | Common<br>Stock,<br>\$0.01 par<br>500   |
| Option to<br>purchase                               | \$ 5.7                                                                |                                         |                                                             |                                         |                                                                                                                       | 02/13/2003                                                     | 02/13/2013                                                          | Common<br>Stock,<br>\$0.01 par<br>500   |
| Option to<br>purchase                               | \$ 1.16                                                               |                                         |                                                             |                                         |                                                                                                                       | 01/07/2004                                                     | 01/07/2014                                                          | Common<br>Stock,<br>\$0.01 par<br>500   |
| Option to<br>purchase                               | \$ 0.62                                                               | 01/26/2005                              |                                                             | A                                       | V                                                                                                                     | 1                                                              | 01/26/2005 01/26/2015                                               | Common<br>Stock,<br>\$0.01 par<br>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.

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