

JOHNSON MONTE C  
Form 5  
October 08, 2004

**FORM 5**

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

OMB APPROVAL

OMB Number: 3235-0362  
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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).  
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

1. Name and Address of Reporting Person \*  
JOHNSON MONTE C  
  
(Last) (First) (Middle)

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

P.O. BOX 3829  
  
(Street)

3. Statement for Issuer's Fiscal Year Ended (Month/Day/Year)  
08/31/2004

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

6. Individual or Joint/Group Reporting

(check applicable line)

LAWRENCE, KS 66046

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 Ownership (Instr. 4)
Common Stock, \$.01 par value				(A) or (D) Price	32,500	D	

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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SEC 2270 (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. Amount or Number of Shares
					(A) (D)	Date Exercisable	Expiration Date	Title	
Option to Purchase	\$ 3.437	Â	Â	Â	Â Â	12/17/1999	09/02/2004	Common Stock, \$0.01 par	909
Option to Purchase	\$ 3.437	Â	Â	Â	Â Â	12/17/1999	11/01/2005	Common Stock, \$0.01 par	1,818
Option to Purchase	\$ 3.437	Â	Â	Â	Â Â	12/17/1999	09/01/2006	Common Stock, \$0.01 par	1,818
Option to Purchase	\$ 3.437	Â	Â	Â	Â Â	12/17/1999	07/23/2007	Common Stock, \$0.01 par	1,818
Option to Purchase	\$ 3.437	Â	Â	Â	Â Â	12/17/1999	06/26/2008	Common Stock, \$0.01 par	1,818
Option to Purchase	\$ 9.3	Â	Â	Â	Â Â	11/07/2001	11/07/2011	Common Stock, \$0.01 par	500
Option to Purchase	\$ 5.7	Â	Â	Â	Â Â	02/13/2003	02/13/2013	Common Stock, \$0.01 par	500
Option to Purchase	\$ 1.16	01/07/2004	Â	A	1 Â	01/07/2004	01/07/2014	Common Stock, \$0.01 par	500

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
JOHNSON MONTE C P.O. BOX 3829	Â X	Â	Â	Â

LAWRENCE, KS 66046

## Signatures

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

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.