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BULL RUN CORP
Form 8-K
July 15, 2004

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): July 15, 2004

BULL RUN CORPORATION

(Exact name of registrant as specified in its charter)

GEORGIA
(State or other
jurisdiction of
incorporation)

0-9385
(Commission File
Number)

58-2458679
(IRS Employer
Identification No.)

4370 PEACHTREE ROAD, ATLANTA, GEORGIA 30319

(Address of principal executive offices) (Zip Code)

(404) 266-8333

(Registrant's telephone number, including area code)

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits

(c) Exhibits -

Exhibit 99 - Press release dated July 15, 2004

This exhibit is furnished pursuant to Item 12 and shall not be
deemed to be filed.

Item 12. Results of Operations and Financial Condition

On July 15, 2004, Bull Run Corporation issued a press release reporting its
financial results for the third quarter ended May 31, 2004. A copy of the press
release is hereby attached hereto as Exhibit 99 and incorporated herein by
reference.

The information in this Report, including the Exhibit attached hereto, is being
furnished solely pursuant to Item 12 of this Form 8-K and shall not be deemed
"filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as
amended, or otherwise subject to the liabilities of that Section. Furthermore,
the information in this Report, including the Exhibit attached hereto, shall not
be deemed incorporated by reference in any filing of the Registrant under the
Securities Act of 1933, except as shall be expressly set forth by specific
reference in such filing.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the

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registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: July 15, 2004

BULL RUN CORPORATION

By: /s/ FREDERICK J. ERICKSON

Frederick J. Erickson
Vice President - Finance,
Chief Financial Officer, Treasurer
and Assistant Secretary