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BULL RUN CORP  
Form 8-K  
April 14, 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): April 14, 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.)
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4370 PEACHTREE ROAD, ATLANTA, GEORGIA 30319  
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(Address of principal executive offices) (Zip Code)

(404) 266-8333  
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(Registrant's telephone number, including area code)

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

(c) Exhibits -  
Exhibit 99 - Press release dated April 14, 2004

Item 12. Results of Operations and Financial Condition

On April 14, 2004, Bull Run Corporation issued a press release reporting its financial results for the second quarter ended February 29, 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 and shall not be deemed "filed" for purposes of Section 18 of the Securities Exchange Act of 1934, as amended, nor shall it be deemed incorporated by reference in any filing 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 registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Date: April 14, 2004

BULL RUN CORPORATION

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By: /s/ FREDERICK J. ERICKSON

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