

BULL RUN CORP  
Form 8-K  
May 15, 2003

**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): May 15, 2003

**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 5. Other Events and Required FD Disclosure**

On May 15, 2003, Bull Run Corporation issued a press release announcing a 1-for-10 reverse stock split of its common stock, effective May 16, 2003. A copy of the press release is attached hereto as Exhibit 99.

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

(c) Exhibits

Exhibit 99 Press release dated May 15, 2003

**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: May 15, 2003

BULL RUN CORPORATION

By: /s/ FREDERICK J. ERICKSON

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