

GRAY TELEVISION INC  
Form 8-K  
October 14, 2004

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

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**FORM 8-K**

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**CURRENT REPORT**

**PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934**

Date of Report (Date of earliest event reported) October 13, 2004

**GRAY TELEVISION, INC.**

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(Exact Name of Registrant as Specified in its Charter)

Georgia

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1-13796

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58-0285030

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(State or Other Jurisdiction  
of Incorporation)

(Commission  
File Number)

(IRS Employer  
Identification No.)

4370 Peachtree Road, Atlanta, Georgia

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30319

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(Address of Principal Executive Offices)

(Zip Code)

Registrant's telephone number, including area code (404) 504-9828

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(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01. Other Events.**

On October 13, 2004, Gray Television, Inc. issued a press release reporting that its Lexington, Kentucky television station, WKYT, and Host Communications, Inc., a wholly owned subsidiary of Bull Run Corporation, have been jointly awarded athletic multimedia rights by the University of Kentucky under a 10-year agreement. Certain executive officers and significant stockholders of Gray are also executive officers and significant stockholders of Bull Run. Host and Gray will share equally the costs of the rights, and will jointly administer and manage the rights over the term of the agreement. A copy of the press release is hereby attached as Exhibit 99 and incorporated herein by reference.

**Item 9.01. Financial Statements and Exhibits**

(a) Financial Statements of Businesses Acquired

Not applicable.

(b) Pro Forma Financial Information

Not applicable.

(c) Exhibits

Exhibit 99 Press release dated October 13, 2004

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**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.

GRAY TELEVISION, INC.  
(Registrant)

Dated: October 14, 2004

By: /s/ James C. Ryan  
James C. Ryan, Senior Vice President  
and  
Chief Financial Officer