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

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longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Respon	ises)										
Name and Address BORLAND GINA	2. Issuer Name ar GENERAL CO					5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner					
2550 DENALI ST	3. Date of Earliest '12/12/2006	Transaction	(Mor	nth/Day/Y	ear)	X Officer (give title below) Other (specify below) VP Prod Mgmt Voice & Messaging					
(Street) ANCHORAGE, AK 99503			4. If Amendment, I	Date Origina	ıl File	ed(Month/Da	ny/Year)	6. Individual or Joint/Group Filing(Check Applicable Line) _X_Form filed by One Reporting Person _Form filed by More than One Reporting Person			
(City)	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)	(Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D)	7. Nature of Indirect Beneficial Ownership	
			(Wollin/Bay/Tear)	Code	V	Amount	(A) or (D)	Price	(msu. 3 and 4)	or Indirect (I) (Instr. 4)	
Class A Common	1 Stock	12/12/2006		M		1,007	A	\$ 3.25	1,061	D	
Class A Common	1 Stock	12/12/2006		S		1,007	D	\$ 15.5086	54	D	
Class A Common	n Stock	12/12/2006		M		926	A	\$ 3.25	980	D	
Class A Common	1 Stock	12/12/2006		S		926	D	\$ 15.5086	54	D	
Class A Common	n Stock	12/12/2006		M		810	A	\$ 3.25	864	D	
Class A Common	1 Stock	12/12/2006		S		810	D	\$ 15.5086	54	D	
Class A Common	n Stock	12/12/2006		M		972	A	\$ 3.25	1,026	D	
Class A Common	1 Stock	12/12/2006		S		972	D	\$ 15.5086	54	D	
Class A Common	n Stock	12/12/2006		M		349	A	\$ 3.25	403	D	
Class A Common	1 Stock	12/12/2006		S		349	D	\$ 15.5086	54	D	
Class A Common	1 Stock								40,956	I	by Trust
Reminder: Report on	a separate line for	each class of securities l	peneficially owned	directly or in		•	o resp	ond to the	e collection of information contai	ned SEC	1474 (9-02
					in th	nis form	are no	t required	I to respond unless the form dispol number.		(> 02

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

Security (Instr. 3)	Conversion	3. Transaction Date (Month/Day/Year)	Execution Date, if	Code	tion	of Deri Secu Acq (A) Disp of (I	ivative urities uired or bosed D) tr. 3, 4,	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)		Derivative Security (Instr. 5)	Derivative Securities Beneficially Owned Following Reported Transaction(s)	Ownership Form of Derivative Security: Direct (D) or Indirect	Beneficial
				Code	v	(A)		Date Exercisable	Expiration Date		Amount or Number of Shares				
Non- Qualified Stock Option (right to buy)	\$ 3.25	12/12/2006		М			1,007	12/31/2002	06/28/2010	Class A Common Stock	1,007	\$ 15.5086	3,057	D	

Non- Qualified Stock Option (right to buy)	\$ 3.25	12/12/2006	M	926	12/31/2002	06/28/2010	Class A Common Stock	926	\$ 15.5086	2,131	D	
Non- Qualified Stock Option (right to buy)	\$ 3.25	12/12/2006	M	810	12/31/2002	06/28/2010	Class A Common Stock	810	\$ 15.5086	1,321	D	
Non- Qualified Stock Option (right to buy)	\$ 3.25	12/12/2006	M	972	12/31/2002	06/28/2010	Class A Common Stock	972	\$ 15.5086	349	D	
Non- Qualified Stock Option (right to buy)	\$ 3.25	12/12/2006	M	349	12/31/2002	06/28/2010	Class A Common Stock	349	\$ 15.5086	0	D	

Reporting Owners

D (O N)	Relationships								
Reporting Owner Name / Address	Director	10% Owner	Officer	Other					
BORLAND GINA 2550 DENALI STREET SUITE 1000 ANCHORAGE, AK 99503			VP Prod Mgmt Voice & Messaging						

Signatures

Gina Borland	12/14/2006
**Signature of Reporting Person	Date

Explanation of Responses:

- \star 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) All shares owned by virtue of participation in the Company's Employee Stock Purchase Plan through December 31, 2005.

Note: File three copies of this Form, one of which must be manually signed. If space 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.