
UNITED STATES
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 29, 2013

GENERAL COMMUNICATION, INC.

(Exact name of registrant as specified in its charter)

State of Alaska

(State or other Jurisdiction of Incorporation
or organization)

0-15279

Commission File Number

92-0072737

(I.R.S Employer
Identification No.)

**2550 Denali Street
Suite 1000
Anchorage, Alaska**

(Address of principal executive offices)

99503

(Zip Code)

Registrant's telephone number, including area code: (907) 868-5600

NONE

(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 obligations 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 5.02. Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(d) On July 25, 2013, the Board of Directors (the "Board") of General Communication, Inc. (the "Company") authorized an increase in the number of members of the Board from eight members to nine members with such new member designated as a Class I director whose term will expire at the annual meeting to be held in 2014. Also on July 25, 2013, the Board appointed Bridget L. Baker as a new member of the Board. In addition, Ms. Baker was appointed to serve as a member of the Nominating and Corporate Governance Committee. On July 29, 2013, Ms. Baker accepted the appointment to serve on the Company's Board.

The compensation of Ms. Baker will be consistent with that provided to all of the Company's non-employee directors, as described in the Company's most recent proxy statement filed with the Securities and Exchange Commission on May 15, 2013.

There is no arrangement or understanding under which Ms. Baker was appointed other than as described in this Item 5.02(d). There are no transactions involving Ms. Baker requiring disclosure under Item 404(a) of Regulation S-K.

Ms. Baker serves as a Director on the Boards of the Cable Center at University of Denver and Pitzer College in Claremont, California. Ms. Baker was a founder of CNBC and served as the President of NBCUniversal's TV Networks Distribution from 2006-2012.

Item 9.01 – Financial Statements and Exhibits

(d) Exhibits

<u>Exhibit Number</u>	<u>Description</u>
99.1	Press release issued by General Communication, Inc. on July 29, 2013

SIGNATURE

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.

GENERAL COMMUNICATION, INC.

(Registrant)

Date: July 30, 2013

By /s/ John M. Lowber

Name: John M. Lowber

Title: Senior Vice President,
Chief Financial Officer
and Treasurer
(Principal Financial Officer)

Exhibit Index

Exhibit
Number
99.1

Description

Press release issued by General Communication, Inc. on July 29, 2013



FOR IMMEDIATE RELEASE

July 29, 2013

Contact:

Tom Chesterman, (907) 868-1585
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GCI ADDS NEW BOARD MEMBER

Anchorage, Alaska – General Communication, Inc. (GCI) (NASDAQ:GNCMA) today announced that Bridget L. Baker, a media executive and former president of TV Networks Distribution at NBCUniversal, was appointed to the company's board of directors, expanding the board's size to nine.

Baker was a founder of CNBC and NBCUniversal's first president of TV Networks Distribution, where, over the span of two decades, she successfully built the value of the company's top-rated portfolio of broadcast and cable networks. As TVND president and a member of the company's Management Committee, she oversaw the North American distribution of NBCUniversal's content across the cable, satellite, and telecommunications industry. She is credited with developing NBCUniversal's cable assets from inception, transforming the company from a dominant broadcaster of the 1990s to a global 21st century multi-platform powerhouse.

Baker has been recognized with numerous industry accolades, including the national Cable Television Association's highest honor in 2012: the "Vanguard Award for Distinguished Leadership." In 2008, Baker was the only woman inducted to the esteemed Cable TV Pioneers. Baker serves as a director on the boards of the Cable Center at the University of Denver, and Pitzer College in Claremont, Calif.

Baker has strong ties to Alaska. Raised in southeast Alaska, Baker's first job out of college was on Capitol Hill as a legislative aide to the late United States Senator Ted Stevens.

"Bridget brings a unique business, industry and political perspective to the GCI board," said Ron Duncan, GCI president and chief executive officer. "Her experience and insight will prove quite relevant to our core communications business, as well as to our newer media and broadcast investments such as Denali Media."

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About GCI

GCI is the largest telecommunications company in Alaska. GCI's cable plant, which provides broadband data services, video, and voice, passes 78 percent of Alaska households. GCI operates Alaska's most extensive terrestrial/subsea fiber optic network, which connects not only Anchorage but also Fairbanks and Juneau/Southeast Alaska to the lower 48 states with a diversely routed, protected fiber network. GCI's TERRA-Southwest fiber/microwave system links 65 communities in the Bristol Bay and Yukon-Kuskokwim Delta to Anchorage bringing terrestrial broadband Internet access to the region for the first time. GCI's satellite network provides communications services to small towns and communities throughout rural Alaska. GCI's statewide mobile wireless network seamlessly links urban and rural Alaska.

A pioneer in bundled services, GCI is the top provider of data, video and voice services to Alaska consumers with a 70 percent share of the consumer broadband market. GCI is also the leading provider of communications services to enterprise customers, particularly large enterprise customers with complex data networking needs. More information about GCI can be found at www.gci.com.

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