| FORM | 4 |
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(Print or Type Responses)

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

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#### 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

| 1. Name and Address of R<br>SNELL WILLIAM F | 2. Issuer Name and<br>GENERAL COM        |  |  |            | [GNCI | 5. Relationship of Reporting Person(s) to Issuer<br>(Check all applicable)<br>Director 10% Owner |               |   |  |                    |                         |  |
|---|--|--|--|------------|-------|--|---------------|---|--|--------------------|-------------------------|--|
| 6603 LUNAR DR                               | (First)                                  |  | 3. Date of Earliest Transaction (Month/Day/Year) X_Officer (give title below) Other (speci-<br>Other (speci-<br>VP & GM Cable & Entertainment   09/03/2003 VP & GM Cable & Entertainment |            |       |  |               | her (specify belo<br>rtainment  | ow)  |                    |                         |  |
| ANCHORAGE, AK                               |  | 4. If Amendment, Date Original Filed(Month/Day/Year) |  |            |       |  |               | 6. Individual or Joint/Group Filing(Check Applicable Line)<br>_X_Form filed by One Reporting Person<br>Form filed by More than One Reporting Person |  |                    |                         |  |
| (City)                                      | (State)                                  | (Zip)  | Table I - Non-Derivative Securities Acqu   |            |       |  |               |   | ired, Disposed of, or Beneficially Owned   |                    |                         |  |
| 1.Title of Security<br>(Instr. 3)           | 2. Transaction<br>Date<br>(Month/Day/Yea |  |  | (Instr. 8) |       | 4. Securities Acquired<br>(A) or Disposed of (D)<br>(Instr. 3, 4 and 5)                          |               | f (D)   | 5. Amount of Securities Beneficially<br>Owned Following Reported<br>Transaction(s) | Ownership<br>Form: | Beneficial              |  |
|   |  |  | (Month/Day/Year)   | Code       | v     | Amount   | (A) or<br>(D) | Price   | (Instr. 3 and 4)   | · · ·              | Ownership<br>(Instr. 4) |  |
| Class A Common Sto                          | ock                                      | 09/03/2003   |  | М          |       | 11,615   | А             | \$6   | 11,615   | D                  |                         |  |
| Class A Common Sto                          | ock                                      | 09/03/2003   |  | S          |       | 11,615   | D             | \$<br>8.60  | 0  | D                  |                         |  |
| Class A Common Sto                          | ock                                      |  |  |            |       |  |               |   | 7,033  | Ι                  | by Trust                |  |

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

Persons who respond to the collection of information contained SEC 1474 (9-02) in this form are not required to respond unless the form displays a currently valid OMB control number.

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned

|   | (e.g., puts, calls, warrants, options, convertible securities) |            |                    |                        |           |  |   |  |                    |  |  |                                      |   |   |            |
|---|--|------------|--------------------|------------------------|-----------|--|---|--|--------------------|--|--|--------------------------------------|---|---|------------|
| Security  | Conversion   |            | Execution Date, if | 4.<br>Transact<br>Code | tion<br>) | 5. N<br>of D<br>Secu<br>Acq<br>or D<br>of (I | Tumber<br>Derivative<br>urities<br>uired (A)<br>Disposed<br>D)<br>tr. 3, 4, | 6. Date Exercisable and<br>Expiration Date<br>(Month/Day/Year) |                    | ble and 7. Title and Amount<br>of Underlying<br>securities |  | Derivative<br>Security<br>(Instr. 5) | Derivative<br>Securities<br>Beneficially<br>Owned | Ownership<br>Form of<br>Derivative<br>Security:<br>Direct (D)<br>or Indirect<br>(I) | Beneficial |
|   |  |            |                    | Code                   | v         | (A)  |   | Date<br>Exercisable  | Expiration<br>Date |  | Amount<br>or<br>Number<br>of<br>Shares |                                      | (insu: 4)   | (Instr. 4)  |            |
| Non-<br>Qualified<br>Stock<br>Option<br>(right to<br>buy) | \$6  | 09/03/2003 |                    | М                      |           |  | 11,615  | 11/01/1997   | 10/10/2006         | Class A<br>Common<br>Stock                                 | 11,615                                 | \$ 8.60                              | 60,000  | D   |            |

## **Reporting Owners**

|   | Relationships |              |                               |       |  |  |  |  |
|---|---------------|--------------|-------------------------------|-------|--|--|--|--|
| Reporting Owner Name /<br>Address                           | Director      | 10%<br>Owner | Officer                       | Other |  |  |  |  |
| SNELL WILLIAM RILEY<br>6603 LUNAR DR<br>ANCHORAGE, AK 99504 |               |              | VP & GM Cable & Entertainment |       |  |  |  |  |

## Signatures

| WILLIAM RILEY SNELL           | 09/03/2003 |
|-------------------------------|------------|
| Signature of Reporting Person | Date       |

# **Explanation of Responses:**

- \* 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).

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.