

FORM 4

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

OMB APPROVAL	
OMB Number:	3235-0287
Estimated average burden hours per response...	0.5

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

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * BORLAND GINA			2. Issuer Name and Ticker or Trading Symbol GENERAL COMMUNICATION INC [GNCMA]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director _____ 10% Owner _____ <input checked="" type="checkbox"/> Officer (give title below) <input checked="" type="checkbox"/> Other (specify below) V.P. and G.M. Local Services / V.P. and G.M. Local Services		
(Last) 510 BOUNTY DR	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 10/02/2003			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person		
(Street) ANCHORAGE, AK 99515			4. If Amendment, Date Original Filed (Month/Day/Year)					
(City)	(State)	(Zip)	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)	3. Transaction Code (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) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Class A Common Stock	10/02/2003		M	(1)	3,200	A	\$ 4	3,675	D	
Class A Common Stock	10/02/2003		S	(1)	3,200	D	\$ 9.17	475	D	
Class A Common Stock	10/02/2003		M	(1)	700	A	\$ 4	1,175	D	
Class A Common Stock	10/02/2003		S	(1)	700	D	\$ 9.15	475	D	
Class A Common Stock	10/02/2003		M	(1)	4,100	A	\$ 4	4,575	D	
Class A Common Stock	10/02/2003		S	(1)	4,100	D	\$ 9.12	475	D	
Class A Common Stock								34,059	I	by Trust (2)

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

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

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Non-Qualified Stock Option (right to buy)	\$ 4	10/02/2003		M	(1)		3,200	10/20/1998	10/20/2005	Class A Common Stock	3,200	\$ 9.17	16,800	D	
Non-Qualified Stock Option (right to buy)	\$ 4	10/02/2003		M	(1)		700	10/20/1998	10/20/2005	Class A Common Stock	700	\$ 9.15	16,100	D	

Non-Qualified Stock Option (right to buy)	\$ 4	10/02/2003		M(1)		4,100	10/20/1998	10/20/2005	Class A Common Stock	4,100	\$ 9.12	12,000	D
---	------	------------	--	------	--	-------	------------	------------	----------------------	-------	---------	--------	---

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
BORLAND GINA 510 BOUNTY DR ANCHORAGE, AK 99515			V.P. and G.M. Local Services	V.P. and G.M. Local Services

Signatures

GINA BORLAND		10/03/2003
<small>**Signature of Reporting Person</small>		<small>Date</small>

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).
- (1) 10b5-1 Plan Indicated
- (2) All shares owned by virtue of participation in the Company's Employee Stock Purchase Plan as of December 31, 2002

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.