

VALUEVISION MEDIA INC

FORM SC 13G (Statement of Ownership)

Filed 9/11/2003

Address	6740 SHADY OAK RD MINNEAPOLIS, Minnesota 55344-3433
Telephone	612-947-5200
CIK	0000870826
Industry	Retail (Catalog & Mail Order)
Sector	Services
Fiscal Year	01/31

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

SCHEDULE 13G

Under the Securities Exchange Act of 1934
(Amendment No.)*

ValueVision Media, Inc.

(Name of Issuer)

Class A Common

(Title of Class of Securities)

92047k107

(CUSIP Number)

August 31, 2003

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

- Rule 13d-1(b)
 Rule 13d-1(c)
 Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required on the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the Notes).

SCHEDULE 13G
CUSIP No. 92047k107

1. Names of Reporting Persons.
Westcap Investors, LLC
I.R.S. Identification Nos. of above persons (entities only).
95-4535637

2. Check the Appropriate Box if a Member of a Group (See Instructions)
(a) (b)

3. SEC USE ONLY

4. Citizenship or Place of Organization
Deleware

Number of Shares Beneficially Owned by Each Reporting Person With:	5.	Sole Voting Power 3284931
	6.	Shared Voting Power 25676
	7.	Sole Dispositive Power 680106
	8.	Shared Dispositive Power
9.	Aggregate Amount Beneficially Owned by Each Reporting Person 3990713	
10.	Check if the Aggregate Amount in Row (9) Excludes Certain Shares (See Instructions) [<input type="checkbox"/>]	
11.	Percent of Class Represented by Amount in Row (9)	11.2%
12.	Type of Reporting Person	IA

Item 1.

- (a) Name of Issuer

ValueVision Media, Inc.

- (b) Address of Issuer's Principal Executive Offices

6740 Shady Oak Road
Minneapolis, MN 5534

Item 2.

- (a) Name of Person Filing

Westcap Investors, LLC

- (b) Address of Principal Business Office or, if none, Residence

11111 Santa Monica Blvd
Suite 820
Los Angeles, CA 90025

- (c) Citizenship

Delaware

- (d) Title of Class of Securities

Class A Common

- (e) CUSIP Number

Item 3. If this statement is filed pursuant to §§240.13d-1(b) or 240.13d-2(b) or (c), check whether the person filing is a:

- (a) Broker or dealer registered under section 15 of the Act (15 U.S.C. 78o).
- (b) Bank as defined in section 3(a)(6) of the Act (15 U.S.C. 78c).
- (c) Insurance company as defined in section 3(a)(19) of the Act (15 U.S.C. 78c).
- (d) Investment company registered under section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8).
- (e) An investment adviser in accordance with §240.13d-1(b)(1)(ii)(E);
- (f) An employee benefit plan or endowment fund in accordance with §240.13d-1(b)(1)(ii)(F);
- (g) A parent holding company or control person in accordance with § 240.13d-1(b)(1)(ii)(G);
- (h) A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813);
- (i) A church plan that is excluded from the definition of an investment company under section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) Group, in accordance with §240.13d-1(b)(1)(ii)(J).

Item 4. Ownership.

- (a) Amount beneficially owned:

3990713

- (b) Percent of class:

11.2%

- (c) Number of shares as to which the person has:

- (i) Sole power to vote or to direct the vote

3284931

- (ii) Shared power to vote or to direct the vote

25676

- (iii) Sole power to dispose or to direct the disposition of

680106

- (iv) Shared power to dispose or to direct the disposition of

0

Item 5. Ownership of Five Percent or Less of a Class

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following .

Instruction: Dissolution of a group requires a response to this item.

Item 6. Ownership of More than Five Percent on Behalf of Another Person**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company****Item 8. Identification and Classification of Members of the Group****Item 9. Notice of Dissolution of Group**

Item 10. Certification

By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

Date: September 10, 2003

By: /s/ Stephen Rack

Stephen Rack

Title: Vice President