

# VALUEVISION MEDIA INC

## FORM SC 13G (Statement of Ownership)

Filed 2/14/1997

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**

**VALUEVISION INTERNATIONAL, INC.**

---

(Name of Issuer)

**Common Stock, \$.01 par value**

---

(Title of Class of Securities)

**92047K 10 7**  
(CUSIP Number)

**Page 1 of 4 Pages**

1 NAME OF REPORTING PERSON  
S.S. OR I.R.S. IDENTIFICATION NO. OF ABOVE PERSON

ROBERT L. JOHANDER  
#496-50-5509

2 CHECK THE APPROPRIATE BOX IF A MEMBER OF A GROUP:

(a) / /  
(b) / /

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF ORGANIZATION

U.S.A.

5 SOLE VOTING POWER

1,649,711

NUMBER OF  
SHARES  
BENEFICIALLY  
OWNED BY  
EACH  
REPORTING  
PERSON  
WITH

6 SHARED VOTING POWER

N/A

7 SOLE DISPOSITIVE POWER

1,649,711

8 SHARE DISPOSITIVE POWER

N/A

9 AGGREGATE AMOUNT BENEFICIALLY OWNED BY EACH REPORTING PERSON

1,649,711

10 CHECK BOX IF THE AGGREGATE AMOUNT IN ROW (9) EXCLUDES CERTAIN SHARES:

11 PERCENT OF CLASS REPRESENTED BY AMOUNT IN ROW 9: 5.6% (based on number of  
outstanding shares as of 2/7/97 -- 28,884,498)

12 TYPE OF REPORTING PERSON:

IN

- Item 1(a)  
and (b) NAME AND ADDRESS OF ISSUER:  
ValueVision International, Inc.  
6740 Shady Oak Road  
Minneapolis, MN 55344-3433
- Item 2(a) NAME OF PERSON FILING: Robert L. Johander
- Item 2(b) ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:  
6740 Shady Oak Road  
Minneapolis, MN 55344-3433
- Item 2(c) CITIZENSHIP: U.S.A.
- Item 2(d) TITLE OF CLASS OF SECURITIES: Common Stock, \$.01 par value
- Item 2(e) CUSIP NUMBER: 92047K 10 7
- Item 3 THIS STATEMENT IS NOT FILED PURSUANT TO RULES 13d-1(b) OR 13d-2(b).
- Item 4(a) AMOUNT BENEFICIALLY OWNED:  
1,649,711 shares as of December 31, 1996. (Includes right  
to acquire 450,000 shares pursuant to options which are  
vested as of the date hereof.)
- Item 4(b) PERCENT OF CLASS:  
5.6% percent pursuant to Rule 13d-3(c).
- Item 4(c) NUMBER OF SHARES AS TO WHICH SUCH PERSON HAS
- (1) Sole power to vote or to direct the vote 1,649,711
  - (2) Shared power to vote or to direct the vote -0-
  - (3) Sole power to dispose or to direct the disposition of 1,649,711
  - (4) Shared power to dispose or to direct the disposition of -0-
- Item 5 OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS.  
Not Applicable
- Item 6 OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON.  
Not Applicable
- Item 7 IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED  
THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY.  
Not Applicable
- Item 8 IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP.  
Not Applicable
- Item 9 NOTICE OF DISSOLUTION OF GROUP.  
Not Applicable
- Item 10 CERTIFICATION.  
Not Applicable

**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 February 13, 1997.*

*s/ Robert L. Johander*

-----  
*Robert L. Johander*

---

**End of Filing**

Powered By **EDGAR**  
Online

**© 2005 | EDGAR Online, Inc.**