

**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) March 19, 2003

VALUEVISION MEDIA, INC.

(Exact name of registrant as specified in its charter)

MINNESOTA (State or other jurisdiction of incorporation)	0-20243 (Commission File Number)	41-1673770 (IRS Employer Identification No.)
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6740 SHADY OAK ROAD EDEN PRAIRIE, MINNESOTA (Address of principal executive offices)	55344-3433 (Zip Code)
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Registrant's telephone number, including area code (952) 943-6000

ITEM 5. OTHER EVENTS

The Company announced a \$25 million share buyback program in July 2002, of which \$2 million of the authorized amount is still available for repurchases. The Company announced an additional \$25 million share buyback program in November 2002. No shares have been repurchased under the November 2002 buyback program since it was announced. The Company intends to commence repurchases under these previously authorized buyback programs on March 20, 2002.

SIGNATURES

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.

VALUEVISION INTERNATIONAL, INC.

Date: March 19, 2003

By /s/ Nathan E. Fagre

*Nathan E. Fagre
Senior Vice President, General Counsel and
Secretary*