

VALUEVISION MEDIA INC

FORM 8-K (Unscheduled Material Events)

Filed 7/13/2006 For Period Ending 7/12/2006

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

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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):

July 12, 2006

ValueVision Media, Inc.

(Exact name of registrant as specified in its charter)

Minnesota

0-20243

41-1673770

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

6740 Shady Oak Road, Eden Prairie,
Minnesota

55344-3433

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(952) 943-6000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 7.01 Regulation FD Disclosure.

The following information is furnished under this Item 7.01:

Brenda Boehler, our executive vice president – TV & Internet sales, has expressed her intention to retire from our company at the end of the year in order to pursue personal interests and spend more time with her family. We will be implementing an orderly transition plan over the balance of the year.

Ms. Boehler joined us in February 2004, bringing more than 19 years of merchandising, direct marketing and e-commerce experience to our company, including prior senior and executive positions at the Fingerhut Companies and Target Corporation. While at ValueVision, Ms. Boehler's efforts were critical to our successful transformation from a jewelry-focused retailer to a general merchandise retailer with mass appeal. She built an outstanding merchandising, marketing and production team and institutionalized key business processes across our company. She provided leadership to the Internet group during a period of rapid growth in the Internet business. In addition, Ms. Boehler led the successful launches of numerous merchandising and marketing initiatives, including the "Our Top Value" and "Spotlight" programs, host pick days, add-on and continuity sales, and the integration of our email and direct mail customer communications.

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.

July 12, 2006

ValueVision Media, Inc.

By: *Nathan E. Fagre*

Name: Nathan E. Fagre

Title: Senior Vice President, General Counsel & Secretary