

City Lights shining to Scamardo

By Thomas K. Arnold

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Home video industry veteran Sal Scamardo, who made a name for himself as a sports-video marketer while at PolyGram Video in the late 1990s, has been tapped as president of City Lights Home Entertainment, a new division of City Lights Media Group.

He will oversee and manage the development, marketing and distribution of theatrical, TV and special-interest product for New York-based City Lights through its new DVD and digital distribution deal with WEA Corp.

Initial projects earmarked for release include "Descent," starring and produced by Rosario Dawson; "Movies 101," hosted by New York University Film School professor Richard Brown; the TV series "Legends of the Silver Screen," which features interviews with such legends as Marilyn Monroe, Spencer Tracy and Gregory Peck; and the documentary "Suicide Killers," about suicide bombers and what drives them.

City Lights is the media company that executive produced John Waters' "A Dirty Shame" for New Line Cinema and produced the supernatural thriller "Tamara" for Lionsgate.

Scamardo most recently was head of marketing at Palm Pictures. Before that, he held executive positions at CBS/Fox Video, Polygram Video and USA Films, in addition to owning a media consultancy.