

One Life to Live EP heads to Prospect Park as VP Serial Drama

Written by Linda Marshall-Smith
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Jeff Kwatinetz and Rich Frank of Prospect Park have confirmed that a deal is in place for “One Life to Live” Executive Producer Frank Valentini to continue with the serial drama when it moves to their new online network. The renowned Valentini was named executive producer of the ABC Television Network show in 2002 after serving both as a senior supervising producer and director. Along with continuing his producing duties for “One Life to Live,” Valentini has also been named Vice President, Serial Dramas for the new online network. In this role Valentini will work closely with Kwatinetz, Frank and their executive team to advise the network on all serial drama programming strategies including the upcoming relaunch of “All My Children.”

“Frank’s successful track record both creatively and produciorially with “One Life to Live” has been stellar and we are honored that he has also agreed to take on more responsibilities at our new network,” stated Prospect Park’s Jeff Kwatinetz and Rich Frank. “Under Frank Valentini’s stewardship, “One Life to Live’s” popularity and ratings continue to increase, and his commitment to us is another milestone in our commitment to relaunching “One Life to Live” with the best possible quality and storylines for audiences everywhere.”

"I am thrilled to join the Prospect Park team continuing my role as the Executive Producer of “One Life to Live.” As we enter this new chapter, I must extend a very big, heartfelt thank you to the show’s creator Agnes Nixon who has always been generous with her support of our vision of her creation, ABC for affording me an incomparable experience for the past 26 years at “One Life to Live” and the fans with their unwavering passion determined not to let their shows go away,” said Valentini. “The cast and crew is my family and I am very proud to have this opportunity to continue working with this talented and dedicated team. And finally, I must extend a huge thanks to Rich Frank and Jeff Kwatinetz of Prospect Park whose pioneering innovation is giving us more life to live.”

In July 2011 Jeff Kwatinetz and Rich Frank’s Prospect Park, a leading management, media and production company, forged a multi-year, multi-platform licensing agreement with Disney/ABC Domestic Television Group to continue production of “All My Children” and “One Life to Live” after the ABC run ends. Through its new online network, Prospect Park will produce and deliver the two long-running soap operas as well as other episodic programming to consumers via online formats and additional emerging platforms including internet enabled television sets.