

# TV real weekly

September 24, 2008



## **Susan Boshcoff**

Director of Production & Development  
re:think Entertainment

Embracing the idea of quality over quantity, re:think Entertainment was launched with the focus on representing and creating quality factual programming for the international market. The boutique Canadian outfit, which is celebrating its fifth anniversary this year, has since grown to house an inventory of 200-plus hours, and entered the realm of original productions.

“At first we concentrated primarily on sales and acquisitions, which was obviously necessary for us to build a foundation,” recalls Susan Boshcoff, who launched the company in 2003 with Paula Hutchinson. “We did have a few development projects starting out, attempting presales mainly, but didn’t have anything to do with them creatively.

In the past few years, we’ve started taking an active role in the production of projects and more or less defining what kind of stories we want to tell, and ultimately sell.

But its growth has been steady, explains Boshcoff, maintaining a “small and eclectic” slate that still allows re:think to give individual attention to the programs it represents. MIPCOM priorities include launching new documentary specials and series, and seeking broadcast co-productions and presales for its development slate. Titles include *Cocaina: The Untold Truth*, a feature-length HD doc exposing the devastating effects of the cocaine industry on the people of Bolivia; and *Building The Dream: A Transatlantic Voyage*, in which a group of friends, advisors, sailors and marine-shops rebuild a 35 ft. sailboat for a 2009 Atlantic crossing, and resurrect a dream in the process. Also on offer is the second season of the factual teen travel series *Get Outta Town!*, which combines big adventure with books, classroom tools and a fully interactive website. Also an exciting highlight for re:think is *Cubers*, which looks at six international “speedcubers”, a rare breed of brainiacs who can solve the Rubik’s Cube in record time. “It’s just wrapped up, we’re launching it officially in October, although as executive producers we’ve been working on it for the last few years,” explains Boshcoff.

With a background in production, Boshcoff has worked in a variety of capacities within the business. Just prior to launching re:think, she wrote, produced and directed three seasons of the global exploration series *Exploring Horizons*. “It was a huge learning curve for me,” she says, “and invaluable to my current position. I’ve worked in most areas of production and gained the practical experience that enables me to speak the same language as producers with whom we now work.” That, along with a solid knowledge of distribution, puts re:think in an advantageous position, and keeps Boshcoff doing what she loves. “What I love is working with great creative partners, but what’s most rewarding is that we’ve managed to stick to our game plan and make it this far.”

—By Kristin Brzoznowski