

Story Mill Media Launched by Steven Hein



Steven Hein has actually released Story Mill Media, a podcast business devoted to dealing with media brand names to extend their material into the audio area.

In his latest position as Senior Vice President, Digital Content, at NBC Entertainment, Hein led NBC's podcast technique, producing a slate of 10 initial audio series based upon NBC's home entertainment brand names consisting of: *The Good Place: The Podcast* (2021 Webby winner and on "Best Of" lists for EW, Vulture, NPR and The New York Times), and *Songland Podcast* (winner of 2020 iHeart Best Branded Podcast). Other podcasts Hein supervised throughout his period at NBC consist of *Brooklyn 99: The Podcast* and *Law & Order: The Squad Room*

In addition, Hein's operate in digital material on *The Voice* and *The Good Place* made NBC 3 Emmy elections in the Short Form and Interactive classifications. Prior to NBC, Hein was Senior Vice President, Programming and Production, for Legendary Entertainment's digital networks where he belonged of their Nerdist Podcast Network. He likewise acted as Vice President of Fox Digital Studio at 20 th Century Fox.

In addition to commissioned work for customers, Story Mill Media simply finished a pre-seed round of funding which will support the freshly formed business in releasing its own self-financed podcasts. Justin Borrowdale from Weintraub Tobin represented Story Mill Media through this preliminary fund raise.

Hein specified: "I'm thrilled to continue teaming up with studios, publishers, and writer to extend media and home entertainment into the audio area. There is still a lot chance to supply them with funding collaborations. Furthermore, podcast marketing and discovery continues to be an obstacle for a lot of gamers. At NBC we actually established efficient audience development techniques that include social, digital, and editorial material to surround and trigger podcasts. I believe we can bring this experience to the marketing location and actually include worth."

Source: [Story Mill Media Launched by Steven Hein](#)