

EKKL Every Day

Michael Scott and Duck Dynasty's Willie & Korie Robertson Launch a Premier Faith-and-Family Platform Where Entertainment, Inspiration, and Community Come Together

An Exclusive Feature Interview by **Paul Salfen**, Managing Editor | AMFM Magazine | July 8, 2026

NASHVILLE, TN — In a hotel room at a bustling convention, AMFM Magazine's Paul Salfen connected with entertainment pioneer Michael Scott for a conversation that has the faith-and-family community buzzing. Scott, the co-founder and former CEO of Pure Flix whose work has generated more than \$200 million at the global box office, was in town to share big news: the launch of EKKL (pronounced EK-UHL), a first-of-its-kind premium platform designed as a trusted home for quality stories, authentic voices, and experiences that uplift.

Named after the Greek word *ekklesia* — meaning a gathering of people brought together around what matters most — EKKL isn't just another streaming service. It's a 360-degree destination where families can watch great movies and series, listen to inspiring podcasts, engage with daily devotionals, explore audiobooks, and access meaningful travel and health benefits. As Scott puts it simply: "EKKL every day."

"We want a place where people can come and say, that was really good. And you know what? I laughed. I cried with you. I was uplifted. That's the type of place we want."

— Michael Scott on the heart of EKKL

The Vision: One Trusted Home for Every Day

Scott's passion for the project is palpable. In an era where audiences often feel they need "to take a shower" after watching certain shows because of the worst parts of humanity on display, EKKL offers a refreshing alternative. "There's an assault on our values," Scott observes. "We want a place where people can come and say, that was really good... I was uplifted."

The platform launches with a curated library of 350 films and series that have already proven audience demand, alongside an ambitious theatrical distribution strategy. But what sets EKKL apart is its holistic approach: it meets people in the everyday rhythms of life. Movies might be a once-a-month or once-a-quarter experience for many, but podcasts, devotionals, and community engagement happen daily. EKKL brings it all together in one inspiring destination.

"You may want to watch a movie, listen to some content, do some other things on our platform," Scott explains. "You can come here and get it all in a place that inspires you, uplifts you, brings you something that you just feel good about."

A Partnership Rooted in Family, Faith, and Fun

Central to EKKL's launch is a natural alliance with Willie and Korie Robertson of *Duck Dynasty* fame — the producers of the powerful film *The Blind*, which chronicles Phil Robertson's life. Scott first connected with the family in 2014 when they had a cameo in *God's Not Dead*. What he discovered was a family whose on-screen warmth and humor reflected real-life values: fun, laughter, family unity, and God at the center.

"I loved the family because kind of what you see in that television show, it's fun. It's fun to hang out with them. You can laugh, had fun. But you know what? It's all centered around their family and coming together. And God's at the center and it's really beautiful," Scott shares.

Willie and Korie echoed the excitement in the official announcement: "Through our own television shows, films and podcasts, our family has seen first-hand the power of entertainment to shape culture and truly change lives. We know how important a trusted home for entertainment is for families these days and are thrilled to be a part of offering that to the world through EKKL."

Michael Scott's Personal "Hail Mary" Moment

Scott's own journey mirrors the perseverance he now champions. Before becoming a leading voice in faith-based storytelling, he built a successful career in advertising, producing high-profile commercials for Apple, major automobile manufacturers, Yoshinoya, Taco Bell, and others. Then came the leap of faith: leaving the security of that world to pursue stories that combine faith and entertainment.

It was a classic Hail Mary pass — and the field was anything but smooth. "Running down that field, it was not easy," Scott recalls candidly. "I thought, you know, you hear them like catching the endzone now. It was like I was beat up on the way to that end zone, right? There were times back in 2009 and eight, I'm like, what did I do? I ruined my life. God, you've left me. There's nothing left. This is not working."

"If I can just be part of one pass, one Hail Mary now to touch someone's life in a profound way, I'm all in. You send me down that field, beat me up, whatever it takes. But I'm going to try and be in that end zone to catch that pass."

— Michael Scott, reflecting on his journey and the launch of EKKL

But he stayed persistent. The breakthrough arrived with *God's Not Dead* — a film that not only succeeded commercially but, more importantly, "touched so many lives." Looking back, Scott sees God's hand shaping him through the struggles. Now, with EKKL, he's running another route: "I'm so glad I didn't go back, because then there was breakthrough."

The Mindset That Keeps Him Grounded

When asked what he keeps in mind during "go time" as a CEO — especially launching something as ambitious as EKKL — Scott doesn't hesitate: surrender to a higher power. "I've

done a lot of things where I've done them under my own power," he says. "Every time I put myself in charge, I typically end up paying the penalty. So I am trying... I just want the Lord to be first. I want what his plans are to go ahead. And I think if I'm able to do that, I think the Lord will bless it."

It's a philosophy that resonates deeply with AMFM Magazine's own ethos of curating content "with a conscience" and telling stories that bridge the creative and the meaningful.

What's on EKKL: Theatrical, Streaming, Podcasts & More

Theatrical Slate: EKKL is building a long-term theatrical presence with 7–10 films annually. Launch titles include *Elijah Peel* (a powerful redemption drama opening exclusively in theaters August 14, 2026), *Daniel and The Fiery Furnace* (an epic biblical drama starring Mena Massoud of *Aladdin* and Elijah Alexander of *The Chosen*, opening September 18, 2026), and *She Dances* (a father-daughter drama starring Steve Zahn, Ethan Hawke, Rosemarie DeWitt, and Mackenzie Ziegler, which premiered at Tribeca 2025).

Streaming Library: A strong foundation of 350 films and series, headlined by audience favorites like the animated *Light of the World*, the biblical drama *The Last Supper*, and the phenomenon *God's Not Dead*.

Podcast Network: Building on the success of Tread Lively Entertainment, EKKL aggregates top faith-and-family voices with more than 125 million annual downloads and 30+ million social followers. Highlights include Sadie Robertson Huff's three-time K-LOVE Award-winning *WHOA That's Good Podcast*; Priscilla Shirer and Jerry "JC" Shirer Jr.'s *Full Fledged* (5+ million downloads in under a year); and the breakout *Blurry Creatures* (14 million annual downloads exploring the mysterious through a biblical lens). Members get early access and exclusives.

Daily Devotionals & Community: Personalized guided experiences built around stillness, Scripture, prayer, declaration, and worship. Choose themes like Peace, Hope, Love, Joy, or Inspiration. EKKL Connect offers original articles, behind-the-scenes features, filmmaker conversations, and deeper engagement. Travel perks and member savings round out the experience, helping families create meaningful moments beyond the screen.

Advice for Aspiring Storytellers

For those looking up to creators like Scott and dreaming of telling their own stories — whether on film, in podcasts, or through books — his message is clear and encouraging: "If you got a great story, share it. Make that movie, do that podcast, whatever it might be, write that book. It's not easy to always do, but sometimes you just got to start the journey. It could be a long journey, but be persistent. Your story has merit. Your story. You have a voice to someone that needs to hear that story."

He draws a beautiful parallel to Scripture: "Jesus told stories in parables, right? And I think the modern day parable today — movies, television, podcasting, books — they're all great forms to communicate incredible truths and incredible fun things that I think we all live and would like to aspire to hear about."

"You may touch a million lives or you may touch one life. But even if we only

touch one life, how worth it would that be?"

— Michael Scott, on the power of sharing your story

A Platform Built for This Moment

EKKL officially launches today, July 8, 2026, with theatrical releases, streaming content, podcast programming, devotionals, and community features rolling out in the months ahead. For families seeking entertainment they can welcome into their homes without reservation — stories with heart, humor, hope, and meaning — EKKL arrives as a timely and welcome gathering place.

As Scott reminds us, even one life touched makes the entire journey worthwhile. In a fragmented media world, EKKL offers something rare: a unified, values-aligned destination where faith, family, and feel-good storytelling thrive together.

To explore EKKL and join the community, visit EKKL.com.

About Michael Scott

Michael Scott is an entertainment pioneer, film distributor, and co-founder/former CEO of Pure Flix. His work in faith-and-family storytelling has generated more than \$200 million at the global box office. Scott produced the cultural phenomenon *God's Not Dead* and collaborated with the Robertson family on *The Blind*. With EKKL, he continues his mission to create trusted spaces for stories that inspire and uplift.