

ZOLA LEVITT MINISTRIES, INC.'S

2011 BOARD MEETING

The semi-annual meeting of Directors was held at Compari's restaurant in Plano, Texas on March 2, 2011 at 11:30 AM.

Those present were:

Mr. David Hitt, Chairman
Mr. Lloyd Watson, Director
Mr. Mark Levitt, Executive Director, Secretary/Treasurer

NEW BUSINESS

1. ZLM's 32nd anniversary
2. Size of mailing list: **44,800** (a post-purge figure that represents a 10.6% increase from last year's projected figure of 40,500 (45,500 - 5,000 in pending purge).
3. Board members receiving newsletters?
4. Handouts
 - Pending '10 audited Financial Statements
 - Audited '09 Financial Statements
 - ZLM's 2009 Form 990
 - Employee Compensation Work Sheet
 - Catalog/Supplement, Book list, Airing Schedule, *Levitt Letter*, *Personal Letter*
5. Newest TV series, *Esther - For Such a Time as This* on DVD
6. Equipment/software upgrades: Upgraded database's file server and network wiring. Continuing to develop web-based, custom database.
7. Report on national television networks
 - ION** – 98 million households

'11: Thur – - Same (no increase)
 '10: Thur – - Same (no increase)

ABC-FAM – 88 million households

'11: Mon – - Same (no increase)

Daystar – 80 million households

11 Dish, 17 DirecTV, 9 Broadcast, 41 Cable

'11: Wed – - Same (no increase)

INSP – 62 million households

11 Dish, 17 DirecTV, 23 Cable

'11: Wed – - Same (no increase)

8. Internet broadcasting – Continuing to archive all new broadcasts as well as adding some classics. www.levitt.com receives 4.9 million hits per month, down 7.5% from 5.3 million in 2010. Reason: less controversy at discussion board.
9. Office Lease expires in May, '14. Rent is \$3,914 per month.
10. Sponsored 9 speaking engagements in 2010 (14 in '09, 33 in '08 and 43 in '07).
11. Produced 29 new TV programs in 2010, (35 in '09; 29 projected for '11).
12. Still have three church speakers: Jeff, Tom McCall and Todd Baker.
13. Regarding PEOs (Professional Employment Organization), we moved from TriNet to Oasis on September 15 for better, less expensive health insurance.
14. Estimated Gross Revenue for 2010: **\$5,169,300*** (2.6% increase over **\$5,040,000** in '09).
 With expenses of \$5,512,000, the net loss appears to be \$342,700.
15. Total Assets as of 12/31/10: **\$2,438,800*** (an decrease of 12.3% over **\$2,782,400** as of 12/31/09.)
16. Sent eleven To the Jew First (TFJ) Missionaries to Israel in '10 (fourteen in '09, eight in '07).
17. Negotiations failed to reduce the *Warriors of the Sand* reading level.

18. Contingency plans: David Brickner, the Jews for Jesus Director, reaffirms that J4J stands ready to assist ZLM with talent/management. Eitan Shiskoff (the pastor of a messianic congregation in Haifa) has been making guest appearances on ZLP shoots in Israel. *Zola Levitt Presents* will feature Eitan in segments of our pending TV series on Psalms.

OLD BUSINESS

1. ZLM's 31th anniversary
2. Size of mailing list: **45,500** (an increase of 18.5% from 38,400 of January 2009). However, we soon will purge an estimated 5,000 names, yielding a net gain of 5.5%.
3. Board members receiving newsletters?
4. Handouts
 - YTD '10 Financial Statements
 - Pending '09 audited Financial Statements
 - Audited '08 Financial Statements
 - Employee Compensation Work Sheet
 - Catalog, Booklist, TV Airing Schedule, *Levitt Letter*, *Personal Letter*
5. New Product Samples
 - DVD – *Sar Shalom* (Prince of Peace)
 - DVD – *The Dark Prince: When the Devil has his Day*
6. Equipment/software upgrades: Four new Windows 7 work stations. Continuing to develop web based, custom data base for ZLM subscribers.
7. Report on national television networks
 - PAX** – 105 million households—up from 95 million
 - '10: Thur – - Same (no increase)
 - '09: Thur – - Same (no increase)
 - ABC-FAM** – 81,300,000 households
 - '10: Mon – - redacted
 - '09: Mon – - Same
 - Daystar** – 81 million households

11 Dish, 17 DirecTV, 9 Broadcast, 41 Cable
'10: Wed – - redacted

INSP – 58 million households
11 Dish, 17 DirecTV, 23 Cable
'10: Wed – - Same
'09: Wed – - redacted

8. Internet broadcasting – Continuing to archiving all new broadcasts as well as adding some classic. Recently increased both the web site's storage capacity and bandwidth by expanding hosting to two web servers.
www.levitt.com receives 5.3 million hits per month down 10% from 5.9 million in 2009.
9. Office Lease expires in May, '14 Rent is \$3,914 per month.
10. Sponsored 10 speaking Engagements in '09 (33 in '08 and 50 in '07).
11. Produced 35 new TV programs in '09, (29 in '08; 27 projected for '10).
12. Still have three church speakers: Jeff, Tom McCall and Todd Baker.
13. About to renew for 7th year with TriNet (Professional Employment Organization). Health plan year extended from July 1 to October 1.
14. Estimated Gross Revenue for 2009: **\$4,823,000** (14.7% decline from **\$5,651,000** in '08). Net loss was \$323,000. This figure will be reduced to a loss of \$84,303 once ZLM's auditor adjusts for our 12/31/09 Vanguard statements.
15. Total Assets as of 12/31/09: **\$2,275,000** (*13.5% decrease from **\$2,631,000** as of 12/31/08).
16. Sent 14 To the Jew First (TFJ) Missionaries to Israel in '09 (8 in '07).
17. Book co-publishing possibilities with Jim Fletcher. Seeking to reduce the *Warriors of the Sand* reading level.
18. Contingency plans: David Brickner, the Jews for Jesus Director, reaffirms that J4J stands ready to assist ZLM with talent/management or to merge. Eitan Shiskoff (Pastor of messianic congregation in Haifa) has been making guest appearances on ZLP shoots in Israel. He will visit with Ken and Mark at the DFW airport this June.

The above is approved as what we discussed at our March 2, 2011 board meeting. (Please sign and date.)

David Hitt, Chairman

Lloyd Watson, Secretary

Date

Date