

ZOLA LEVITT MINISTRIES, INC.'S

April 3, 2012 Board Meeting

The semi-annual meeting of Directors was held in the conference room of David Hitt's law firm, Hitt-Gaines in Richardson, Texas, on Tuesday morning, April 2 at 11:30. David Hitt and Mark Levitt attended in person and teleconferenced with Jay Ledbetter, Don Parker and Rich Salmans. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman
Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Jay Ledbetter, Director
Mr. Don Parker, Director, Audit Committee
Major Henry ("Rich") Salmans, III, Director, Audit Committee

NEW BUSINESS

1. ZLM's 33rd anniversary
2. Size of mailing list: **40,554**, including 250 foreign subscribers and 2,487 inmates. The latest figure represents a decline of 9.5% from last spring.
3. Are the board members receiving newsletters? Yes, and Rich commented that viewing them online has become faster/smoothen than ever.
4. Handouts
 - a. Pending 2011 audited Financial Statements should be available prior to our board meeting this fall.
 - b. Audited 2010 Financial Statements. (The audit committee, Rich and Don, commented that the financials are comprehensive and straightforward.)
 - c. ZLM's 2010 Form 990
 - d. Catalog/Supplement, Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter*

These documents are posted at <http://www.levitt.com/about#docs>

5. Recent TV series: *Ruth: Your People Shall Be My People*, soon to be available on DVD. Rich observed that the series has been well promoted and that it is easy to download at www.levitt.tv.

6. Stats on national television networks

ION — ZLM discontinued this airtime due to ION's increasingly secular lineup and diminishing viewer responsiveness. Bud Paxon, a devout Christian, sold the network years ago. Ion's filing for bankruptcy in 2009 marked a continuing decline. Jay concurred regarding ION's downward slide in the quality of its programming and asked Mark to explain what the ministry has been doing to assist ION viewers locate *Zola Levitt Presents* elsewhere.

Mark responded that ZLM has been promoting, via the newsletters and www.levitt.com, its new Roku channel, www.levitt.tv, and alternative airtimes. In addition, he explained, the Levitt Letter has invited readers to email the ministry's television syndicator for assistance in exploring all possible ways to watch our program.

ABC-FAM — 97 million households, up from 88 million
2011: Mon — — Same (no increase)

Daystar — 60 million households
Added a Friday late-afternoon broadcast
11 Dish, 17 DirecTV, 9 Broadcast, 41 Cable
2011: Wed — — Same (no increase)

INSP — 70 million households, up from 62 million
11 Dish, 17 DirecTV, 23 Cable
2011: Wed — — Same (no increase)

7. Internet broadcasting — In March, ZLP began broadcasting on its own Roku channel (details at <http://www.levitt.com/roku>). We still archive all new broadcasts at www.levitt.tv as well as add classic episodes.

Resolved: ZLM should seek promotional buck slips from Roku to enclose with newsletters.

Resolved: Mark will consult with Greg, creator of ZLM's Roku channel, to determine whether *Zola Levitt Presents* can be availed via Xbox and/or Netflix.

8. Web traffic. www.levitt.com receives 4.52 million hits per month, down 8.9% from 4.96 million in 2010. The peak in 2009 could be attributed to the surge of households acquiring high-speed Internet access. The bandwidth peaked in 2009 at 78,200 megabytes per day, as compared with 50,700 in 2011.
9. Overhauled website. Greg Hartwig, our ministry's webmaster, collaborated with Buzz Rocket Media to give www.levitt.com a modern, entirely new look. It is more streamlined and user friendly than ever. All the directors applauded the overhauled website, and Rich commented that online contributions are processed quickly and easily.
10. The Office Lease is due to expire in May, '14. Our rent remains at \$3,914 per month.
11. We produced 26 new TV programs in 2011. In 2010, we produced 29. For 2012, we project 27 new programs plus 17 reprisals with Zola. Myles and Katharine are warmly opening and closing the reprisals, and our viewers appreciate seeing Zola teach on the airwaves once again.
12. Oasis is still our PEO (Professional Employment Organization) that administers payroll, 401K, etc.
13. Estimated Gross Revenue for 2011: **\$4,586,851** (an 8.9% decrease from \$5,034,734 in 2010).

With expenses of \$5,218,919, the net loss is tentatively estimated to be \$632,068. The ministry's independent auditor will adjust this figure downward to reflect gains on investments and contributions that were postmarked in 2011 but not received until 2012.

14. Total Assets as of 12/31/11: **\$1,739,995*** (a decrease of 26% from **\$2,352,659** as of 12/31/10.)
15. Compensation: the staff all received COLAs of 3.4%. Mark has not requested or received a raise since 2007.

16. We sent six To the Jew First (TFJ) Missionaries to Israel in 2011 (eleven in 2010, and fourteen in 2009). We project six TJF missionaries for 2012 as well—Dr. Todd Baker plus a qualified co-missionary that he will select.
17. Issue for discussion: Should the documents at www.levitt.com/about#docs include the contract that Jeff submitted two days prior to his resignation in March 2011? Such transparency would address some of the curiosity about his resignation. However, the ECFA probably would agree that the document is confidential.
Resolved: It would be counterproductive to post the contract.
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* featured Eitan in segments of our TV series on Psalms and anticipates he will participate in future series as well.
19. Regarding the most current issues facing ZLM that the board discussed during its fall meeting:
1. Transition to new spokespeople, Myles and Katharine — complete.
 2. Pursuit of ECFA certification — successfully acquired. (See <http://www.ecfa.org/MemberProfile.aspx?ID=31258>)
 3. Improvement of Charity Navigator Accountability/Transparency rating — received their highest rating of four stars on December 23, 2011.
 4. Upgrading TV broadcasting outlets. We applied some of the savings from leaving ION to acquiring an additional airtime on Daystar. In addition, viewers with Internet access can use a Roku box to watch www.levitt.tv on their television sets.
 5. Our webmaster Greg and assistant syndicator Andrea have taken the baton on helping Myles and Katharine to maintain our social media outreach.
20. Myles and Katharine have proven to be wonderful to work with for all concerned, including Berg Productions, our bookkeeper Cynthia, and Mark. Whatever issues they raise with constructive criticism have been easy to sort out to everyone's satisfaction. They become progressively more comfortable teaching in front of the television camera, and our audience continues to embrace their presence at this ministry's helm. PTL! Jay commended Mark

for following in his father Zola's footsteps and preserving the integrity of the ministry's original vision.

OLD BUSINESS

Conducted during the Board Meeting on Tuesday, November 22, 2011.

1. Welcomed ZLM's new directors aboard

David has served as chair of ZLM's board since 2007 and as a director for several years prior. Mark, the secretary-treasurer, became ZLM's ED in November 1988. Jay worked for the ministry in the '80s, assisting with its general management while overseeing the Israel tours. For the last couple of years, he has assisted with the lending of ZLM's truck and travel trailer to WINN Ministries and the subsequent sale. Don has helped liquidate ZLM's gifts in kind, including jewelry and coins, for more than ten years. Rich has volunteered his time analyzing and offering suggestions regarding levitt.com and the ministry's social media outreach.

2. Ensured that all have satisfactory access to the ministry's monthly newsletters and other teaching materials

Rich already receives the newsletters via snailmail, and Don is satisfied to view them online.

3. Touched upon most current issues facing ZLM:

- a. Complete transition to new spokespeople, Myles and Katharine Weiss, using "classic Zola" TV programs

Both Rich and Don commented that Myles and Katharine seem extremely positive.

- b. Pursuing ECFA certification (application pending)

Mark explained that ZLM's application file is complete, so it should be a matter of a few weeks before ECFA responds.

- c. Improve Charity Navigator transparency rating (primarily by posting financial documentation at levitt.com).

At Mark's suggestion, David, Don, and Rich agreed to furnish photos and brief professional descriptions of themselves (several sentences) to Mark for posting at www.levitt.com/about#others After the meeting, David approved the idea of posting all of ZLM's policies that relate to ethical executive management.

- d. Discussed upgrading TV broadcasting outlets (ZLM is exploring the possibility of expanding and will weigh whether or not its financial outlook will enable it to retain all present outlets despite the diminishing margin between expenses and attributable contributions.
- e. Contemplated proceeding to Phase II of social media campaign with Splash Media's software.

Andrea, the bookkeeper and assistant syndicator at Berg Productions, will maintain the momentum on the ministry's social media outreach. Rich has been monitoring Splash's tweets and blog posts and will help ensure consistency when ZLM begins to rely more on Andrea.

4. Confirmed that audit committee (Rich and Don) have inspected and are satisfied with both the 2010 Form 990 and financial statements, independently audited by Darrell Keller.

Don had emailed two questions to Mark regarding declining contributions and investment income. Mark read the questions to the board and projected that putting Myles and Katharine's on ZLP should improve contributions substantially.

5. Received and responded to suggestions/questions from board (such are welcome via telephone during the meeting and email afterwards).

Regarding this December's Pre-Trib conference, David announced that Ken Berg will interview Jack Kinsella (Hal Lindsey's protégé) at the production studio in Berg's office. Perhaps next year Berg will set up TV cameras at the conference to interview luminaries from the prophetic community.

6. The board voted unanimously in favor of paying the ECFA annual membership fee if the ministry is accepted as a member. Jay Ledbetter cast his vote via email.