

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2025 Board Meeting (June 5, 2025)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Thursday morning, June 5, 2025. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President
Mr. Mark Levitt, Executive Director, Secretary/Treasurer
Mr. Mark Nelson, Director, Audit Committee
Mr. Lou Hays, Director, Audit Committee
Mr. Jay Ledbetter, Director
Mrs. Margot Dokken, Director
Mrs. Andrea Davis, Office Manager

NEW BUSINESS

1. ZLM's **46th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 16,000, including 230 foreign subscribers and 1,250 inmates — up 600 or 3.9% from 15,400 last fall. ZLM also has 6,200 virtual subscribers, aside from those who read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has 21,600 regular readers plus those with whom they share. We also have an additional 298 subscribers to the virtual *Levitt Letter Extra* and 620 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2023 audited Financial Statements** are posted at <https://www.levitt.com/documents>
 - a. ZLM's 2023 Form 990 is posted at <https://www.levitt.com/documents>
 - b. Our Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>. The airing schedule is available in the “Watch” dropdown menu, and our newsletters in the “Read” dropdown menu.

5. **Newest TV series:** *Rebuilding the Ruined Cities*. In this series, Josh and Caleb visited Israel's war-torn areas, where they discussed hoping and blessing amidst pain and ruin. The twelve 30-minute TV programs are posted for free viewing at <https://www.levitt.com/media/series/DRRC>.
6. **Stats** on four national television networks and YouTube — same as last fall.

Daystar — 110 million households stateside
2.1 billion globally via broadcast, cable, and satellite in 200 countries. They now cover all of Israel!

TCT — 28 million households

NRB-TV — 39 million households via 13 broadcast affiliates, nine cable systems, and DirecTV

GEB-TV — 150 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs

7. **Web traffic.** www.levitt.com has averaged 2,112,700 hits per month for January – April of 2025. This is an increase of 60% over the first quarter of 2024 hits of 1,323,000 per month, though it's down 43% from what we averaged for the first 10 months of last year.
8. **Leadership Contingency.** The ministry presently has two candidates to step in for Mark Levitt in the event of his absence: 1) ZLM's new office manager Andrea Davis, having managed Berg Productions for 18 years, and 2) Greg Hartwig, webmaster of levitt.com. Meanwhile, Mark's daughter Sarah Guigneaux has been a contingent signatory for transacting the ministry's business on the rare occasions when Mark or our bookkeeper has been unavailable.
9. **Gross Revenue.** Our 2025 YTD gross revenue through May is \$847,000, down 16% from \$1,004,000 for January – May, 2024. With YTD expenses of \$1,494,000 (up 20% from \$1,242,000 for January – May, 2024), **the ministry's YTD losses are \$648,000.**

TEI has a YTD net loss of \$108,000, due largely to the ongoing war causing us to cancel both the spring and fall tours. A considerable portion of this amount has been paid to ZLM for marketing, rent, and personnel.

10. **Estimated Net Assets** as of May 31: \$1,586,000 which, despite a generous bequest, is \$606,000 decrease from our \$2,19,2000 net assets reported last May 31. Please note that with YTD expenses averaging \$299,000 per month, our spendable assets of \$1,254,000 amount to just over four (4) months' worth of expenses.
11. **Pending Bequest.** We continue to anticipate receiving nearly \$800,000 from the Alfred Weinstein estate. However, both the executor and the estate's lawyer have stopped responding to our requests for updates regarding the probate, which has gone on for more than four years. MK [redacted] has been the executor for more than three years, and he resides in Norwich, CT. Jody Hodgdon is the estate's lawyer, and he is with the Samaha Russell Hodgdon firm in Littleton, NH.

Lexi Cody, an attorney with McLane Middleton in Manchester, NH specializes in estate litigation. She has agreed to represent ZLM in reaching out to Mr. Hodgdon to inquire about progress with the probate and possibly making substantial distributions in the near term. Beyond that, she is prepared to file motions before the estate's court to set deadlines and require distributions.

12. **Travel Experience International** (Zola Tours) has a YTD net loss of \$30,600, due largely to the ongoing war causing us to cancel recent tours. A considerable portion of TEI's expenses are paid to ZLM for marketing, rent, and personnel.
13. **Compensation.** We continue to implement COLAs each February and August for our staffers in response to inflation and the tight job market.
14. We sent **two To the Jew First (TJF) Missionaries** to Israel in April and will send two more in both September and December. Todd Baker and August Rosado remain eager to minister in the Holy Land despite the ongoing war and are also planning to return to the Holy Land next spring. The TJF fund presently has \$30,000, before paying for this year's two remaining mission trips.
15. **TV Production and airtime.** In 2025, we will create 38 new programs with 14 repeats and a budget of \$598,300. In addition, however, we will have pre-produced/filmed 28 programs ready to be edited for 2026. Last year we created 48 new programs and reran 4

16. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes and 138,200 followers, up from 136,800 last fall. We have 19,300 Twitter followers and 72,500 YouTube subscribers, up 3.6% from 70,100 last fall. We also have 2,900 Instagram followers, up 26% from 2,300 Instagram followers last fall. These increases are attributable to a small, monthly marketing expense.
17. **The Bearded Bible Brothers' Role.** Updating our program's name from Our Jewish Roots to Bearded Bible Brothers as of July 2 should substantially increase our viewership. Registration of the Bearded Bible Brothers trademark is complete.
18. **Roadmap to Armageddon TV series.** We are presently rebroadcasting our *Roadmap to Armageddon* series, which is good timing considering the tumultuous headlines of late.

OLD BUSINESS

1. ZLM's **45th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 15,400, including 219 foreign subscribers and 1,155 inmates — up 1% from 15,300 in May. ZLM also has 6,400 virtual subscribers, aside from those who read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has upwards of 22,000 regular readers plus those with whom they share. We also have an additional 306 subscribers to the virtual *Levitt Letter Extra* and 674 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2023 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2023 Form 990 is posted at <https://www.levitt.com/about#docs>
 - b. Our Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>. The airing schedule is available in the "Zola TV" dropdown menu, and our newsletters in the "Levitt Letter" dropdown menu.

5. **Newest TV series:** *Josiah and the Last Reformation*. Josiah's life and the last days of the Kingdom of Judah parallel the last days in which Believers are living today. The eight 30-minute TV programs are posted for free viewing at https://www.youtube.com/results?search_query=josiah+and+the+last+reformation.
6. **Stats** on four national television networks and YouTube — same as last fall.
 - Daystar** — 110 million households stateside
2.1 billion globally via broadcast, cable, and satellite in 200 countries. They now cover all of Israel!
 - TCT** — 28 million households
 - NRB-TV** — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
 - GEB-TV** — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs
7. **Web traffic.** www.levitt.com has averaged 3,690,000 hits per month from January through October. That's an increase of 279% over our first-quarter figure of 1,323,000 hits per month! In fact, it surpasses the 1,850,000 hits per month we achieved last fall, when we had an unprecedented surge after Israel's October 7 attack.
8. **Leadership Contingency.** The ministry presently has two candidates to step in for Mark Levitt in the event of his absence: 1) ZLM's new office manager Andrea Davis, having managed Berg Productions for 18 years, and 2) Greg Hartwig, levitt.com webmaster. Meanwhile, Mark's daughter Sarah Guigneaux has been a contingent signatory for transacting the ministry's business on the rare occasions when Mark or our bookkeeper has been unavailable.
9. **Gross Revenue.** Our 2024 YTD gross revenue through October is \$2,311,000. With YTD expenses of \$2,645,000 the ministry's YTD losses are \$334,000. Thanks to two recent bequests, we've been able to weather the transition from Jeffrey Seif to the Bearded Bible Brothers and take over the operations of Berg Productions, which had produced our television programs since 1978. Moreover, we continue to anticipate a residual

bequest of more than \$600,000.

TEI has a YTD net loss of \$108,000, due largely to the ongoing war causing us to cancel both the spring and fall tours. A considerable portion of this amount has been paid to ZLM for marketing, rent, and personnel.

10. **Estimated Net Assets** as of October 31: \$2,182,000 which, thanks to a generous bequest, is a \$212,000 increase over our \$1,970,000 net assets reported in May.
11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We sent **two To the Jew First (TJF) Missionaries** to Israel last month as well as earlier this year. It seemed pointless to dissuade Todd and August from going because of their faith and zealotry. Now they're already slated to return to the Holy Land next spring. The TJF fund presently has \$33,200, even after managing to send a total of four missionaries to Israel this year.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to determine our production and airtime budgets. In 2024, we may create as many as 48 new programs with only 4 repeats and zero revitalized with a budget of \$698,500. This production amount needs to be updated, however, once the dust settles from ZLM's recent acquisition of key assets and personnel from Berg Productions. Ken, age 81, has semi-retired and has been working on podcasts with Jeffrey Seif — may God bless the two of them. Last year we created 25 new programs, update 19, and reran 8.
14. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes and 136,800 followers. We have 19,200 Twitter followers and 70,000 YouTube subscribers, up 6% from 66,100 in May. We also have 2,300 Instagram followers, up 35% from 1,700 Instagram followers in May. These increases are attributable to a small, monthly marketing expense. Toward the first of the year, we're likely to increase our social media presence by contracting with a larger, more expensive marketing enterprise in Israel.
15. **The Bearded Bible Brothers' Role.** Our stations and networks are finally portraying Josh and Caleb rather than Jeff Seif in their on-air TV guides. This update has significantly increased their visibility. Updating our

program's name from *Our Jewish Roots* to *Bearded Bible Brothers* should increase our viewership. Registration of the *Bearded Bible Brothers* trademark is underway.

16. **The Lobstermen TV series.** For our newest television series, our Bearded Bible Brothers braved the salt water and cool weather of coastal Maine last month to harvest lobsters with real lobstermen, shoot feral hogs from a helicopter, repel from daring heights, go rock climbing, and shoot other people (including one another) with paintball guns.

This unique series of outings should capture viewers' imagination while yielding ongoing opportunities to deliver the BBB's anointed, novel brand of infotainment, which is always chockfull of Bible teaching. Here's a link to the one-minute Lobstermen teaser: https://youtu.be/Z5_QYy9L1Hw.

Below is an excerpt from the Caleb's January 2025 *Levitt Letter* article:

Before Yeshua ascended into Heaven, He commanded His disciples to go into all the world and preach the Gospel — the “Good News” — to every creature (Mark 16:15). Clearly the Apostles never thought that their Messiah intended such “creatures” to include lobsters (that is, gentiles). So instead of going “out,” years passed while the Apostles remained “in” Israel. But along came the murderous Pharisee Shaul — the most law-abiding, religious zealot of them all. He hated the new Jewish Believers and attempted to kill them. Soon enough, however, Yeshua blinded him and said something like this: “Hey, rabbi. I've got a job for you. You will become My very first Lobsterman!” And the rest is history.

17. **Ratification of key staffer compensation** for Caleb, Josh, and Andrea Davis:

Caleb — Producer and Spokesperson	Underpaid before
Josh — Assistant Producer and Spokesperson	No longer moonlighting
Andrea — Office Manager and Syndicator	Very close to prior pay

18. **Approval of transition bonuses** for Caleb, Josh, and Andrea. Closing the ~4,000-square-foot office of Berg Productions in Irving and opening ZLM's new ~2,000-square-foot production outpost in Hurst required hundreds of extra hours. Meanwhile Caleb, Josh, and Andrea have continued to work extraordinarily long days into evenings and weekends. Frankly, the four of

us have been living (and loving) our jobs. Also, our bookkeeper, to a lesser extent also has been consistently available during evenings and weekends.