

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2025 Board Meeting (November 12, 2025)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Wednesday morning, November 12, 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
Mrs. Margot Dokken, Director
Mr. Jay Ledbetter, Director
Mrs. Andrea Davis, Office Manager
Mrs. Becky Marble, Bookkeeper

NEW BUSINESS

1. ZLM's **46th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** 16,200, including 241 foreign subscribers and 1,366 inmates, aside from those who read our newsletters at www.levitt.com without subscribing. Then we have nearly 6,000 on our email list to be notified of newsletter posts. Therefore, the ministry has 22,200 regular readers plus those with whom they share. More than 308 subscribers to the virtual *Levitt Letter Extra*, and we have 604 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2024 audited Financial Statements** are posted at <https://www.levitt.com/documents>
 - a. ZLM's 2024 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:** *Conquest of Canaan*. In this series, Josh and Caleb retrace the Biblical battles fought by their namesakes to inherit the Promised Land. So far, three of the eight 30-minute TV programs are posted for free viewing at <https://www.levitt.com/media/series/DCOC>
6. **Stats** on four national television networks and YouTube.
 - Daystar** — 109 million households stateside
2.3 billion globally via broadcast, cable, and satellite in 200 countries. They now cover all of Israel!
 - TCT** — 35.4 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. And a potential 2 billion more via GEB Asia
 - CTN** — 51 million via cable, satellite, and streaming
7. **Web traffic.** www.levitt.com has averaged 2,165,400 hits per month for January – October of 2025, an increase of 2.5% over January – April, 2025.
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, who managed Berg Productions for 18 years, and 2) Greg Hartwig, longtime webmaster of levitt.com.
9. **Gross Revenue.** Our 2025 YTD gross revenue through October is \$2,040,000, down 12% from \$2,307,000 for January – October, 2024. With YTD expenses of \$2,767,000 (up 9% from \$2,537,000 for January – October, 2024), **the ministry's YTD losses are \$727,000.**
10. **Estimated Net Assets** as of October 31: \$1,587,000 which is a \$619,000 decrease from our \$2,205,000 in net assets reported last October 31. Please note that with YTD expenses averaging \$276,000 per month, our spendable assets of \$1,228,000 amount to 4.4 months' worth of expenses.
11. **Pending Bequest.** The nearly \$800,000 from the Alfred Weinstein estate remains in limbo. We have not heard from the executor for several months,

despite many attempts to reach him. The estate's lawyer is not objecting to our Motion for Entry of Default, which the New Hampshire circuit court plans to hear on November 25. Moreover, the estate's attorney is on the verge of withdrawing from the case for lack of hearing from the executor.

Next, we need to secure the estate's documentation and coin collection from the executor and, failing that, file a claim with Liberty Mutual, the estate's bonding company. Before then, however, we need the court to appoint a new executor, a topic our attorney may raise in the November 25 hearing.

12. **Travel Experience International** (Zola Tours) has a YTD net loss of \$46,000, due largely to the ongoing war. A considerable portion of TEI's expenses is paid to ZLM for marketing, rent, and personnel. TEI is currently promoting tours for next spring and fall.

Unless the board disapproves, ZLM will absorb TEI's assets and file a letter of dissolution with the IRS. Consequently, TEI will no longer have its own bank accounts or file form 1120 tax returns. Our independent financial auditor, Darrell Keller, has increasingly encouraged us to take this measure considering TEI's growing debt to ZLM, which now amounts to just over \$180,000.

Moreover, our travel manager of more than 10 years, Sandra Luttrell, has reduced her hours to part-time. She now is receiving Social Security benefits. In preparation to retire fully, she will be handing off her duties to Immanuel Tours, our independent Israeli land agent of several decades. Most ministries don't have their own full-time tour employees, so this transition is arguably overdue.

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 both April and September, and will send two more in December for a total of six this year. Todd Baker and August Rosado also plan to return to the Holy Land next spring. The TJF fund presently has \$10,900, before paying for this year's final mission trip.
15. **TV Production and airtime.** In 2025, we will create 40 new programs with 12 repeats and a budget of \$617,000. In addition, we have pre-produced/

filmed programs ready to be edited for 2026 during which should have 44 new programs. We're planning only one 2026 production shoot. This will be in Turkey in the spring. We could film a few episodes during the Zola Tours tour; time will tell. Throughout 2025, we are projected to spend \$958,800 on airtime, which is a demonstrable increase that accounts for the savings we'll have next year.

16. **Social media likes, followers, and subscribers.** On Facebook, we have 163,500 followers, up 18.3% from 138,200 last spring. We have 19,500 Twitter followers and 78,000 YouTube subscribers, up 7.6% from 72,500 last spring. We also have 3,500 Instagram followers, up 20.7% from 2,900 followers last spring. These increases are attributable to a gradually increasing, monthly marketing expense with our Israeli agency, With Love.

Here are the age ranges of our YouTube subscribers, who watched 98,400 hours YTD: Age: 18–24 1%, 25–44 22%, 45–64 42%, 65+ 35%. They're 52% female and 48% male. 43% watched on television, 38% on smartphones, 13% on computers, and 6% on tablets. The revenue directly attributable to them amounts to only \$1,750.

17. **Encouraging observations.** Our Bearded Bible Brothers' *Conquest of Canaan* TV programs unveil a new level of comfort and confidence in front of the camera with our BBBs and more suitable demeanors for national television broadcast. Plus, our production quality is steadily increasing with improvements in technology, in which Josh and Caleb are investing wisely.

OLD 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.