

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2026 Board Meeting (May 13, 2026)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Wednesday morning, May 13, 2026. 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
Mrs. Margot Dokken, Director
Mr. Jay Ledbetter, Director
Mrs. Andrea Davis, Office Manager
Mrs. Becky Marble, Bookkeeper

Lou Hays missed the meeting in order to help his wife Susan after surgery on her arm.

NEW BUSINESS

1. ZLM's **47th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 16,300, including 232 foreign subscribers and 1,468 inmates — aside from those who read our newsletters at www.levitt.com without subscribing. Then we have nearly 5,700 on our email list to be notified of each newsletter post. Therefore, the ministry has ~22,000 regular readers plus others with whom they share. More than 304 subscribe to the virtual *Levitt Letter Extra*, and we have 586 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2025 audited Financial Statements** are in process. We've begun key components remotely with Darrell Keller's CPA firm in Kings Mountain, NC. His partner, Mary Grace Keller, will review our disbursements and other documentation in our office July 6 and 7.
 - 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:** *Bearded Bible Brothers and the Third Temple of Doom*. In this eight-part series, Joshua and Caleb expose the truth behind the impending arrival of the Third Temple. Using the Bible, the Dead Sea Scrolls, and evidence from archaeological engineering, our team unravels the mystery behind the Tribulation Temple, the Red Heifers, the Ark of the Covenant, Solomon’s lost building programs, and the 2027 Year of Jubilee. All eight 30-minute TV programs are posted for free viewing at <https://www.levitt.com/media/series/DTTD>.
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!
 - GEB-TV** — 870 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs. Plus 2 billion more via GEB Asia
 - TCT** — 60 million households
 - CTN** — 50 million via cable, satellite, and streaming
 - NRB-TV** — 39 million households via 13 broadcast affiliates, nine cable systems, and DirecTV

Our smaller networks are Cornerstone (Pittsburgh) with 6 million potential households, WACX (Orlando) with 3.5 million, WLMB (Toledo) with 2.3 million, VTN (Little Rock) with 1.2 million, and WTLW (Lima, OH) with 220,000.

7. **Web traffic.** www.levitt.com has averaged 2,844,000 hits per month in 2026, nearly double the 1,483,000 hits per month we averaged throughout 2025. These numbers are a bit suspect, however, since our webmaster just indicated ZLM’s need to upgrade to a better assessment program.
8. **Leadership Contingency.** The ministry presently has two executive director candidates to step in for Mark Levitt in the event of his absence: 1)

ZLM's office manager Andrea Davis, who managed Berg Productions for 18 years, and 2) Greg Hartwig, longtime webmaster of levitt.com.

9. **Annual Revenue.** Our 2025 gross revenue totaled \$2,540,000, a reduction of 10% from \$2,835,000 for 2024. With total expenses of \$3,280,000 (up 5% from the prior year), **we had a net annual loss of \$740,400**, which was nearly triple our \$257,800 loss in 2025.

Our YTD gross revenue through March was \$524,000, down 1% from last year's \$531,000. Our YTD expenses through March were \$625,000, down 34% from last year's \$938,000. Consequently, our YTD net loss through March was just \$100,400, down 75% from last year's YTD loss of \$407,000.

The bottom line here is that cutting our second Daystar time last fall has helped buy us sufficient time not only for the Weinstein estate's pending distributions (see item 11, below) to aide our turnaround but also time to progress on our transition toward developing a powerful enough social media outreach to put ZLM back in the black.

10. **Net Assets** as of December 31, 2025, our assets amounted to \$1,630,000, down 25% from \$2,186,000 the year before. Our net assets as of March 31, 2026 were \$1,540,000, down \$90,000 since the beginning of the year.

The bottom line here is that our ongoing burn has slowed to a manageable rate so long as our revenue stays where it's at. This hope seems realistic since it is down just 1% compared with last year's YTD through March. Our spendable assets of \$1,014,000 as of March 31 amount to 4.9 months' worth of expenses.

11. **Pending Bequest.** The nearly \$800,000 from the Alfred Weinstein estate is gradually progressing toward resolution. During the most recent hearing last November 25, the executor agreed to (a) furnish ZLM an inventory of the estate's coin collection, now worth \$374,000, (b) ship the collection to our P.O. Box, and (c) send a check to bring the interim distribution up to a total of \$500,000. Last week, we received the coin inventory, and supposedly the coins will ship in the weeks to come.

A telephonic hearing is presently scheduled for June 4, during which the court plans to address the executor's failure to file a receipt of tax report.

Our attorney, Alexandra “Lexi” Careno (Cote) has advised us that she will be taking a medical leave and that her colleague, Stephanie Annuzita will assist ZLM from here on. Apparently, the executor is waiting to hear back from the IRS regarding the testator Weinstein’s latest personal tax returns before he can resume making headway toward finalizing the estate’s paperwork and pay out the remaining funds.

12. **Travel Experience International** (Zola Tours), for several years in a row, has postponed and canceled its Holy Land Bible study tours with every good intention regarding “Next year in Jerusalem.” Now, with the pending retirement of its longtime travel manager Sandra Luttrell, we have decided to suspend tours indefinitely. Our carefully weighed decision is primarily due to several demonstrable challenges that don’t seem likely to abate in the foreseeable future.
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 July and September. We also may 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 \$23,400.
15. **TV Production and airtime.** In 2026, we will create 44 new programs with eight repeats and a budget of \$609,000. Our one 2026 international production shoot, as planned since last year, is presently in Turkey. Throughout 2026, we are projected to spend \$579,400 on airtime, down from \$958,800 last year (roughly 40%) primarily due to dropping our second weekly Daystar slot.
16. **Social media likes, followers, and subscribers.** On Facebook, we have 172,100 followers, up 5.3% from 163,500 followers last fall. Our top five cities for Facebook followers, surprisingly, are New York, Jerusalem, Tel Aviv, Cape Town (South Africa), and Houston.

We also have a notable presence on the following social media:

- 19,480 X (formerly Twitter) followers, pretty much the same as last fall
- 84,000 YouTube subscribers, up 7.7% from last fall
- 4,040 Instagram followers, up 15.4% from last fall

These ongoing increases are attributable to a gradually climbing monthly marketing expense with our Israeli marketing agency, With Love.

As observed last fall, 77% of our YouTube subscribers are 45 and older. They are 52% female and 48% male. Forty-three percent watched our YouTube Bible teaching on television, 38% on smartphones, and 13% on computers.

17. **ZLM's many friends and allies.** The June and July *Levitt Letter* Notes from Mark (Parts 1 and 2) are both entitled, "Working Like There's No Tomorrow." Both two-page articles (see pp. 10 – 11) detail Joshua and Caleb's tireless efforts in February during the National Religious Broadcasters convention in Nashville. As detailed in my Notes, they interviewed and chatted with dozens of our ministry's countless friends and allies. As explained, we are on the brink of harnessing some remarkable potential in working with those who share our vision and love for the Bible teaching that we do.

OLD 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.