

## **ZOLA LEVITT MINISTRIES, INC.'S**

### **November 28, 2017 Board Meeting**

The semi-annual meeting of Directors was conducted as a teleconference at 11:30 on Tuesday morning, November 28, 2017. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President  
Mr. Mark Levitt, Executive Director, Secretary/Treasurer  
Mr. Don Parker, Director, Audit Committee  
Major Henry Salmans, Director, Audit Committee  
Mr. Jay Ledbetter, Director  
Mr. Mark Nelson, Director

#### NEW BUSINESS

1. ZLM's 38th anniversary.
2. **Size of mailing list:** Approximately 20,787 (up 755 since March), including 206 foreign subscribers and 1,416 inmates. We now ask international subscribers to either see our newsletters at [www.levitt.com](http://www.levitt.com) or cover the cost of overseas postage.
3. Board members receiving **newsletters**? Major Donor Notes?
4. The 2016 audited Financial Statements are posted at <http://www.levitt.com/about#docs>
  - a. ZLM's 2016 Form 990 — posted at <http://www.levitt.com/about#docs>
  - b. Catalog/Supplement, Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <http://www.levitt.com/>
5. Newest TV series: *Called Together*, available on DVD and posted at [www.levitt.tv](http://www.levitt.tv).
6. Stats on national television networks

**Freeform** — 88 million households

(ABC-FAM) This amounts to 81% of U.S. households with at least one television

**Daystar** — 109 million households, up 9% from 100 million (now eclipsing TBN).  
Its broadcasts reach 200 countries and 670 million households globally

7. **Web traffic.** www.levitt.com receives 4.1 million hits per month YTD, up 24% from 3.3 million per month in March..
8. **Contingency planning.** ZLM's webmaster Greg Hartwig would be a strong candidate to serve as at least an interim executive director, given his ongoing exposure to many facets of the ministry's operations.
9. **Projected Gross Revenue** for 2017: \$3.3 million, down from \$3.8 million in 2016. TEI is projected to lose ~\$5,000 this year on gross income of approximately \$500,000.
10. **Projected Net Assets** as of 12/31/17: \$1.8 million, a decrease from \$2.3 million as of 12/31/16.
11. **Compensation.** No significant changes.
12. We have taken 13 **To the Jew First (TJF) Missionaries** to Israel this year. We sent 12 in 2016 and 2015. Zola's lifelong friend, Harvey Zion, retired this year after roughly a dozen mission trips.
13. **TV Production.** We have created 25 new programs in 2017, spending \$505,000. In 2016 we produced 22 new programs with a budget of \$516,400. In 2015, spending \$525,000, we produced 30 new programs.
14. **Social media progress.** We have 104,920 followers on Facebook, while our Facebook likes have increased to 108,581, up 2,100 since March. We now have 18,200 Twitter followers, up 1,600 since March. Andrea Davis, at Berg Productions, continues to oversee our social media endeavors.
15. **Reprinting article.** Though Messianic organizations appear to have unwritten policies that copying free content is acceptable, it seems that all appreciate if not require attribution.

16. **David & Kirsten's efforts.** Both have taken multiple courses from ZLM's *Institute of Jewish-Christian Studies*. They joined our October 2017 Israel tour, training with Tony & Jane. David and Kirsten will lead the March 2018 Israel tour with Tony and Jane's assistance.
17. **Messianic Jewish Teachers on Zola Levitt Presents.** "Our Man in Jerusalem" Eitan Shiskoff taught in the eight programs of our *Called Together* television series. Berg Productions is presently finishing our new *Watch Therefore and Be Ready* TV series with Dov Schwartz regarding prophecy. Following that, Marty Waldman, recent leader of the Baruch HaShem congregation, will teach from both testaments about prophetic clues regarding Jesus. Soon Ken, Clayton, and Mark may meet with Marty's son, Ari Walman, about writing for the *Levitt Letter* and eventually appearing on *ZLP*.

### OLD BUSINESS

1. **New television studio hosts.** Dave and Kirsten Hart are already writing *Levitt Letter* articles and taping studio segments for *Zola Levitt Presents*. They will serve as praise & worship leaders on the Zola Tours fall Holy Land tour while training to lead subsequent tours. Together they have a wide array of ministerial experience, including authoring books, singing in churches, and serving with ministries abroad.



2. ZLM's 37th anniversary.
3. **Size of mailing list:** Approximately 20,000, including several hundred foreign subscribers and ~1,100 inmates.

4. Board members receiving **newsletters**? Major Donor Notes?
5. The 2015 audited Financial Statements are posted at <http://www.levitt.com/about#docs>
  - c. ZLM's 2015 Form 990 – posted at <http://www.levitt.com/about#docs>
  - d. Catalog/Supplement, Booklist, Airing Schedule, Levitt Letter, Personal Letter — posted at <http://www.levitt.com/>

CPA Darrell Keller, a 27-year ministry volunteer, will audit our 2016 financial transactions this May and submit our Form 990 tax return shortly thereafter.

6. Stats on national television networks
  - Freeform** — 94.4 million households (the same as before)  
(ABC-FAM) This amounts to 81% of U.S. households with at least one television
  - Daystar** — 101 million households stateside  
680 million households globally in approximately 200 countries
7. **Web traffic.** [www.levitt.com](http://www.levitt.com) receives 2.7 million hits per month YTD, down 18% from 3.3 million per month last year.
8. **Contingency planning.** ZLM's webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry's interim spokesman Tony Derrick, who has served in many capacities since 1989.
9. **Estimated Gross Revenue** for 2016: \$3.6 million, down from \$3.9 million in 2015. TEI is estimated to have earned \$1,200 in 2016 on gross income of approximately \$517,000.
10. **Estimated Net Assets** as of 12/31/16: \$2.4 million, a decrease from \$2.7 million as of 12/31/15.)
11. **Compensation.** No significant changes.
12. We took 14 **To the Jew First (TJF) Missionaries** to Israel in 2016. We sent 12 to Israel in 2015 and 14 in 2014 — Dr. Todd Baker plus at least one

qualified co-missionary that he has nominated and trained. Sandra projects we will send 13 TJF Missionaries in 2017.

13. **Social media progress.** Our likes on Facebook have increased to 107,100. We now have 17,100 Twitter followers. Andrea Davis, at Berg Productions, handles our social media endeavors.