

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2018 Board Meeting (November 16, 2018)

The semi-annual meeting of Directors was conducted as a teleconference at 11:30 on Friday morning, November 16, 2018. 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
Dan Young, prospective Director

NEW BUSINESS

1. ZLM's **40th anniversary** since our first broadcast in December 1978.
2. Size of **mailing list**: 23,914 (up more than 2,100 since March), including 292 foreign subscribers and 2,168 inmates.
3. Board members **receiving newsletters**? Major Donor Notes? Yes.
4. The 2017 audited **Financial Statements** are posted at <http://www.levitt.com/about#docs>
 - a. ZLM's 2017 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**: *The Kingdom Come* [updated], available on DVD and posted at www.levitt.tv. In March 2018, the ministry began shipping our *Watch Therefore* series, which features Dov Schwartz, a Messianic pastor who lives in Israel.
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 stateside, 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 4.4 million hits per month YTD, roughly double what we reported in March. This tremendous increase is probably mostly attributable to routinely asking our newsletter readers to “tune in” Zola Levitt Presents at www.levitt.com and www.levitt.tv.
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 2018: \$3.2 million, down from \$3.5 million in 2017. TEI is projected to lose ~\$10,000 this year on gross income of approximately \$630,000.
10. **Projected Net Assets** as of 12/31/18: \$2.1 million, a decrease from \$2.4 million as of 12/31/17.
11. **Compensation.** No significant changes.
12. We have taken 4 To the Jew First (TJF) Missionaries to Israel this year. We sent 13 in 2017 and 12 in 2016. It was necessary to cut back a bit this year because we dipped into the red last year.
13. **TV Production.** We will have created 30 new programs in 2018, spending \$507,000. Last year we produced 25 new programs, spending \$505,000. In 2016 we produced 22 new programs with a budget of \$516,400.
14. **Social media progress.** We have 108,300 followers on Facebook and 18,631 on Twitter, up from 104,900 and 18,200, respectively. Andrea Davis, at Berg Productions, continues to oversee our social media endeavors.
15. **David & Kirsten’s efforts.** Their productivity in the studio has been remarkable because they arrive very well organized and prepared to make

the most of the production crew's time. Both have taken multiple courses from ZLM's *Institute of Jewish-Christian Studies*. They joined both our March and October 2018 Israel tours. Tony and Jane Derrick assisting them in March and stand ready to accompany future tours as necessary with larger passenger counts.

16. **Messianic Jewish Teachers on Zola Levitt Presents. Dov Schwartz** anchored our new *Watch Therefore and Be Ready* TV series that aired toward the first of the year. Then **Dr. Jeffrey Seif** teamed with David and Kirsten to update Zola's classic *The Kingdom Come* series. Berg Productions has set aside a pending series by retired Baruch HaShem pastor **Marty Waldman** for the time being to focus on Jeff's teaching. Pastor Waldman has completed all the taping necessary for a solid two-testament series devoted to prophetic clues regarding Jesus.
17. **Increasing expenses.** Several members of the board participated in discussions about the ministry's **substantial rent increase** when our office lease expires in May. Mark Nelson, a seasoned commercial realtor, will work with Mark Levitt to either renew our present lease or seek a more economical location. Regarding health insurance, Mark noted that even with a \$3,000 deductible, our staffers' **health insurance premiums** surpass \$1,000 per month. Other board members commiserated and commented how much they're spending on health insurance for their families.
18. **Introducing Dan Young**, the founder of www.levitt.com, as a prospective ZLM director. In 1994, Dan designed our ministry's website from scratch as a volunteer and also paid for its bandwidth. He then maintained it at no charge until 1996, when he recruited his successor, Duncan Long, another fine volunteer (may God rest his soul). With a background in computer science and business, Dan worked for SW Bell and Nortel for more than 20 years before starting his own business, Computer Connections.

Throughout the years, Dan has kept up with this ministry. He also walked through the valley of the shadow of death with a major heart attack and implants (both an artificial heart and a secondhand human heart). He now stands ready to serve as a director while lending his experience and expertise to guide our expanding Internet presence. After hearing Dan's

testimony, the board unanimously approved Dan becoming a ZLM director. Welcome aboard, Dan!

OLD BUSINESS

1. ZLM's 39th **anniversary**.
2. Size of **mailing list**: approximately 21,800 (up from 20,800 last fall), including 240 foreign subscribers and ~1,700 inmates.
3. Board members **receiving newsletters**? Major Donor Notes?
4. The 2016 audited **Financial Statements** are posted at <http://www.levitt.com/about#docs>
 - c. ZLM's 2016 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/>
5. **Newest TV series**: *Watch Therefore and Be Ready*, soon available on DVD and currently posted at www.levitt.tv.
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** — 109 million households stateside
609 million households overseas in approximately 200 countries
718 total worldwide via broadcast and cable
7. **Web traffic**. www.levitt.com receives 2.2 million hits per month, down from 2.7 million 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 2017: \$3.5 million, down from \$3.8 million in 2016. TEI is estimated to have earned \$9,300 in 2017 on gross income of approximately \$672,000.
10. **Estimated Net Assets** as of 12/31/17: \$2.2 million, down from \$2.5 million as of 12/31/16.)
11. **Compensation.** No significant changes.
12. We took 13 **To the Jew First (TJF) Missionaries** to Israeli in 2017 and 14 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. Due to surpassing our TJF budget in 2017, sending 6 TJF Missionaries in 2018 will allow us to replenish reserves.
13. **TV Production.** Spending \$505,000 we created 25 new programs in 2017 and 29 new programs in 2016 with a budget of \$516,400. In 2018 we plan to produce 22 new programs and update 22 prior ones while rerunning only 8 with a budget of \$525,000.
14. **Social media progress.** Our likes on Facebook have increased to 109,100, and we have 106,000 followers. On Twitter, we have 18,600 followers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Dr. Jeffrey Seif** is serving via Berg Productions as the Senior Theologian on *Zola Levitt Presents*. He assists with research and fund raising and submits a Levitt Letter articles to Berg’s office to proof and relay to our news magazine editor Margot.