

ZOLA LEVITT MINISTRIES, INC.'S
Summer 2019 Board Meeting (June 3, 2019)

The semi-annual meeting of Directors was conducted as a teleconference at 10:45 on Monday morning, June 3, 2019. 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. Mark Nelson, Director
Dan Young, Director

Our remaining director, Jay Ledbetter, was on a mission trip in Zambia.

NEW BUSINESS

1. ZLM's **40th anniversary** since our first broadcast in December 1978.
2. Size of **mailing list**: approximately 13,500, just after last month's purge, including 186 foreign subscribers and ~600 inmates — down from 23,900 last fall. Note: our last purge was more than two years ago, in February 2017, just before David and Kirsten joined the ministry.
3. Board members **receiving newsletters**?
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. Booklist, Airing Schedule, Levitt Letter, Personal Letter — posted at <http://www.levitt.com/>.
CPA Darrell Keller, a 30-year ZLM volunteer, has audited our 2018 financial records last month and will file our Form 990 tax return shortly.

5. **Newest TV series:** *Return to Eden* has just recently become available on DVD and at www.levitt.tv.
6. Stats on **national television networks**
 - Freeform** — Discontinued as of May 19 since they began listing all of their religious programs, including ours, as “Paid Programming.” We’re presently shopping for another national TV network to replace Freeform’s viewers.
 - Daystar** — 109 million households stateside
609 million households overseas in approximately 200 countries
718 million total worldwide via broadcast and cable
7. **Web traffic.** www.levitt.com receives receives 4,651,000 hits per month, up 1.3% from 4,590,000 last year.
8. **Contingency planning.** ZLM’s webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry’s Personal Letter writer and Israel tour host Tony Derrick, who has served in many capacities since 1989.
9. **Projected Gross Revenue** for 2018: \$3.03 million (tentative), down from \$3.47 million in 2017. TEI is estimated to have earned \$1,600 in 2018 on gross income of \$664,000.
10. **Estimated Net Assets** as of 12/31/18: \$2.14 million, down from \$2.42 million as of 12/31/17.
11. **Compensation.** No significant changes.
12. We will take **4 To the Jew First (TJF) Missionaries** to Israel in 2019. We took 4 in 2018 and 13 in 2017 — Dr. Todd Baker and August Rosado, a qualified co-missionary that he trained. After surpassing our TJF budget in 2017, sending fewer TJF Missionaries in 2018 and 2019 has allowed the TJF fund to recover.
13. **TV Production and airtime.** ZLM’s 990 gross revenue is being used to calculate our production and airtime budgets. 2017’s gross revenue of \$3,472,000 yielded a 2019 production budget of \$694,400 (20%) and an airtime budget of \$1,388,800 (40%). In 2019, we will have created 24 new

programs and 17 updated ones while rerunning just 8. Last year we created 30 new programs.

14. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes and 105,000 followers. We have 18,850 Twitter followers and 9,400 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Senior Theologian.** Dr. Jeffrey Seif continues to serve the ministry via Berg Productions on Zola Levitt Presents. He teaches well and assists with research and fund raising.
16. **Pursuing a new DVD/CD vender.** ZLM's present supplier is closing their DFW location due to diminished sales. Rather than relying on their St. Louis and Nashville locations, we hope to find a local vendor who will store our masters and packaging materials in order to offer turnkey service.

OLD 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>
 - c. ZLM's 2017 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**: *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!