

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2019 Board Meeting (November 19, 2019)

The semi-annual meeting of Directors was conducted as a teleconference at 10:45 on Wednesday morning, November 19, 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, III, Director, Audit Committee
Mr. Jay Ledbetter, Director
Mr. Mark Nelson, Director
Dan Young, Director

NEW BUSINESS

1. ZLM's **41st anniversary** since our first broadcast in December 1978.
2. **Size of mailing list: 15,600** (down nearly 8,300 and 35% since June), following a much larger-than-usual purge of outdated subscribers that had been postponed since M/K's departure in 2017. Our mailing list includes 209 foreign subscribers and 1,083 inmates.
3. Board members **receiving newsletters?** Major Donor Notes?
4. The **2018 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2018 Form 990 — posted at <https://www.levitt.com/about#docs>
 - b. Catalog/Supplement, Booklist, Airing Schedule, Levitt Letter, Personal Letter — posted at <https://www.levitt.com/>
5. **Newest TV series:** *Divine Deliverance: from Avraham to Yeshua*. With theologian Dr. Jeffrey Seif as well as studio co-hosts David and Kirsten Hart, it examines how the Lord offered a message of deliverance through 12

significant Bible characters. It has twelve 30-minute TV programs and is available on three 2-hour DVDs and posted for free viewing at www.levitt.tv.

6. Our **national television network, Daystar**, has 109 million U.S. households. Up 9% since last year, its overseas broadcasts reach ~200 countries and 670 million households. Its viewer count surpasses TBN.
7. **Web traffic.** www.levitt.com receives receives 4.4 million hits per month YTD, down 6% from 4.7 million in June. This volume remains notably higher than last year, before the ministry began 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 2019: \$3.2 million. Our YTD gross revenue is 6.5% higher than 2018’s, while our YTD expenses have fallen by 10.1%. **Our year-to-date net gain is \$33,600** on gross revenue of \$2,561,400. Last year, as of November 1, we had a net loss of \$406,700.

Most of the dramatic savings is attributable to eliminating our expensive Freeform airtime, which seemed to be generating progressively less support. Moreover, due to decreased mail volume, we have two fewer mail processors. Donors automating their giving also has saved us time and postage.

TEI is projected to make ~\$10,000 this year on gross income of approximately \$660,000. It also paid off the \$35,000 remainder of its \$50,000 loan from the ministry.

10. **Estimated Net Assets** as of 12/31/19: \$2.2 million, up \$100,000 from \$2.1 million as of 12/31/18.
11. **Compensation.** No significant changes. Unless you count our health insurance increasing by \$100 per month per employee each year, which is about 10%, for the last several years.

12. We will have taken **8 To the Jew First (TJF) Missionaries** to Israel this year. We sent 4 in 2018 and 13 in 2017. It was necessary to cut back a bit in 2019 as well as 2018 because the TJF fund dipped into the red in 2017.
13. **TV Production.** Spending \$601,200 on production in 2019, we will have created 16 new programs and revitalized 17 classic programs (new studio combined with prior on-location teaching from Israel) while running 18 repeats. Berg Productions has delayed post producing the *Joshua: More than a Conqueror* TV series in order to broadcast it in 2020, using the more broadly appealing program title *Our Jewish Roots* rather than *Zola Levitt Presents*.
14. **Social media progress.** We have 104,600 follows on Facebook (down from 108,300 in June) and 18,900 on Twitter (up from 18,600). Andrea Davis, at Berg Productions, continues to oversee our social media endeavors..
15. **David & Kirsten's ongoing dedication.** Their productivity in the studio remains remarkable because they consistently 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 led our March and October 2019 Israel tours. Travel manager Sandra and her husband Mike served as co-hosts for the Fall tour since it had two busses.
16. **Messianic Jewish Teachers on Zola Levitt Presents.** To emphasize Jeff's on-location teaching and Biblical commentary, Berg Productions is still setting aside a pending series featuring solid teaching from pastor Marty Waldman. Pastor Waldman, retired from the Dallas Messianic Congregation Baruch HaShem, has completed all the taping necessary for a riveting two-testament series devoted to prophetic clues regarding Jesus.
17. **Prayer request for Dan Young,** the founder of www.levitt.com. In 1994, Dan volunteered to design our ministry's website from scratch and also pay for its bandwidth. He then maintained it at no charge until 1996, when he recruited his successor, Duncan Long. He now seeks our prayers for him to breathe comfortably while accomplishing his dialing tasks and serving as a ZLM director.
18. **Our Jewish Roots — the new name for Zola Levitt Presents.** As of January, viewers will see a TV listing that specifies our general message

rather than our founder and original messenger's name. Meanwhile, everything else will remain the same: the Messianic Bible teaching, pro-Israel commentary, www.levitt.com, the *Levitt Letter*, Zola Tours, *Classic Zola* articles, Zola's Bible Exchange, our fish-and-menorah logo, www.levitt.com's ZolaBoard (a moderated discussion board).

To accommodate Zola's most loyal fans:

- a. **Our \$999 Classic Zola Collection** (38% off of the retail value of \$1,613) includes 25 DVD titles, 24 books and study booklets, 13 teaching CDs, and 18 music CD items. That's everything we presently market with Zola's perennial Bible teaching, music, etc.
- b. **A "Watch Zola" button** at www.levitt.tv gives free access to all of Zola's classic television teaching, group into 17 categories: Prophecy, Israel, Bible, Bible Characters, Jews, Christians, Muslims/Arabs, Current Events, Feasts, Holidays, History, Musicals/Music Videos, Ministry, Government, Special Topics, Specials, and Miscellaneous.

Only the name of the TV program will change. As of January, our weekly television program will be called *Our Jewish Roots* rather than *Zola Levitt Presents*. This way, our ministry should attract new broadcasters and, in turn, many more viewers. The result should be that our pro-Israel, Messianic Bible teaching will reach progressively more viewers and readers, thus enhancing our role in fulfilling The Great Commission (Mat. 28:19-20).

OLD 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>

- c. ZLM's 2017 Form 990 — posted at <http://www.levitt.com/about#docs>
 - d. 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.