

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2020 Board Meeting (March 17, 2020)

The semi-annual meeting of Directors was conducted as a teleconference at 10:45 on Wednesday morning, March 17, 2020. 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. Ledbetter, Director
Mr. Mark Nelson, Director

Dan Young, also a Director, has been hospitalized recently for recurring cardiopulmonary issues and had to miss the meeting. We offer a prayer for his health to improve in general.

NEW BUSINESS

1. ZLM's **41st anniversary**.
2. **Size of mailing list:** approximately 16,500, including 225 foreign subscribers and 1,300 inmates — up from 13,500 since last fall's postponed purge.
3. Board members **receiving newsletters?**
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. Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <https://www.levitt.com/>

CPA Darrell Keller, a 31-year ZLM volunteer, may audit our 2019 financial records remotely due to the recent coronavirus outbreak and file our Form 990 tax return by ECFA's July 31 deadline.

5. **Newest TV series:** *Joshua: More than a Conqueror* is just about to become available on DVD and at www.levitt.tv.
6. **Stats** on three national television networks and YouTube
 - Daystar** — 109 million households stateside
609 million households overseas in approximately 200 countries
718 million worldwide via broadcast and cable
 - TBN** — 117 million potential household
 - TCT** — 60 million households
 - YouTube** — 11,800 subscribers
7. **Web traffic.** www.levitt.com receives 3,721,000 hits per month, down 20% from 4,651,000 hits per month last fall.
8. **Leadership Contingency.** 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 2019: \$3.2 million (tentative), up from \$3.0 million in 2018. TEI is estimated to have lost \$1,200 in 2019 on gross income of \$722,000.
10. **Estimated Net Assets** as of 12/31/19: \$2.37 million, up from \$2.14 million as of 12/31/18.
11. **Compensation.** No significant changes.
12. We may take **4 To the Jew First (TJF) Missionaries** to Israel in 2020. We took 6 in 2019 and 4 in 2018 — Dr. Todd Baker and August Rosado plus Robin and Sue Hopper.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. 2018's gross revenue of \$3 million yielded a 2020 production budget of \$600,000 (20%) and an airtime budget of \$1,200,000 (40%). In 2020, we will create 31 new programs and 23 updated ones with no reruns. Last year we created 24 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 19,000 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 *Our Jewish Roots*. He teaches and assists with research and fund raising.
16. **New DVD/CD vender.** ZLM's prior supplier closed their DFW location. Rather than relying on their St. Louis and Nashville locations, we switched to Replicopy in Plano, who stores our masters and packaging materials.
17. **Coronavirus Contingency Planning.** Chase Bank will host a webinar this afternoon to address strategies for businesses to cope with potential consequences of pandemics. ZLM's landlord, Pillar Commercial, has undertaken enhanced cleaning throughout our building and upgraded the HVAC filters. Ken Berg is able to shoot worthy footage at Capernaum Studio's First Century Village, which is about 90 minutes west of Dallas.

OLD BUSINESS

18. ZLM's **41st anniversary** since our first broadcast in December 1978.
19. **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.
20. Board members **receiving newsletters?** Major Donor Notes?
21. 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/>
22. **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.

23. 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.
24. **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.
25. **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.
26. **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.

27. **Estimated Net Assets** as of 12/31/19: \$2.2 million, up \$100,000 from \$2.1 million as of 12/31/18.
28. **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.

29. 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.
30. **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*.
31. **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.
32. **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.
33. **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.
34. **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.
35. **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).