

**ZOLA LEVITT MINISTRIES, INC.'S**  
**Spring 2021 Board Meeting (May 25, 2021)**

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Tuesday morning, May 25, 2021. We opened and closed the meeting in prayer. Those present were:

Mr. David Hitt, Chairman, President  
Mr. Mark Levitt, Executive Director, Secretary/Treasurer  
Mr. Mark Nelson, Director, Audit Committee  
Mr. Jay Ledbetter, Director  
Mr. Lou Hays, Director

The director Don Parker, who serves on the audit committee, missed the meeting in order to help with the estate of a family member.

NEW BUSINESS

1. ZLM's pending **43nd anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 13,620, including 150 foreign subscribers and 730 inmates — down from 18,100 since last fall. ZLM also has 8,100 virtual subscribers, aside from those who read our newsletters online at [www.levitt.com](http://www.levitt.com) without subscribing. Therefore, the ministry has upwards of 26,000 regulars readers plus those with whom they share our publications.
3. Board members **receiving newsletters?**
4. The **2019 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
  - a. ZLM's 2019 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/>

CPA Darrell Keller, a 32-year ZLM volunteer, and his daughter (also a CPA) are presently auditing our 2020 financial records remotely due to the ongoing pandemic. They plan to file

our Form 990 tax return by ECFA's July 31 deadline.

5. **Newest TV series:** *Faith of Our Fathers*. With Dr. Jeffrey Seif and David and Kirsten Hart, it features Christian historian David Barton. Mr. Barton presents original source documents that chronicle many of America's Founding Fathers' efforts to anchor America to Christian faith. With eight 30-minute TV programs, the series is available on two 2-hour DVDs and posted for free viewing at [www.levitt.tv](http://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** — 110 million potential household  
Thanks to the internet, TBN potentially reaches 2 billion households globally  
  
TBN notes 98% of U.S. households can watch its programming on YouTube
  - TCT** — 28 million households
  - YouTube** — 17,600 subscribers, up 5,800 (49%) from 11,800 last year
7. **Web traffic.** [www.levitt.com](http://www.levitt.com) averages 1,962,000 hits per month, down 51% from 4,026,000 last fall. Some of the decline is attributable to WordPress now merging many of the file requests. Our webmaster Greg Hartwig believes the actual drop is closer to 39%. Moreover, the 49% increase of our YouTube subscribers 49% has diverted some of our traffic while conserving our website's bandwidth.
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director, as does the ministry's Levitt Letter columnist and shipping manager Tony Derrick, who has served in many capacities since 1989.
9. **Estimated Gross Revenue** for 2020: \$3.3 million, subject to the pending audit. Our 2021 YTD gross revenue is 18.2% higher than 2020's, while our YTD expenses have risen 5.5%. We have a year-to-date net gain of

\$149,400 on gross revenue of \$1,254,000.

Both of TEI's 2020 Holy Land tours were cancelled due to Covid-19. Consequently, TEI borrowed \$200,000 from ZLM through the end of 2020. Much of that covered staffer time and marketing costs paid back to the ministry for TV airtime and newsletter space.

TEI has borrowed an additional \$50,000 from the ministry this year in order to remain ready to host future tours. Thus far, our fall tour is set to go as scheduled and seems likely to fill a bus since already 23 have already enrolled.

10. **Projected Net Assets** as of 12/31/20: \$2.5 million, which is about \$100,000 higher than 12/31/19.
11. **Compensation.** No significant changes.
12. We may take 4 To the Jew First (TJF) Missionaries to Israel in 2021. None went in 2020, and we sponsored 6 in 2019.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to calculate our production and airtime budgets. 2019's gross revenue of \$3.3 million yielded a 2021 production budget of \$660,000 (20%) and an airtime budget of \$1,320,000 (40%). In 2021, we will create 39 new and updated programs with 13 reruns. Last year we created 31 new programs
14. **Social media likes, followers, and subscribers.** On Facebook we have 105,300 likes. We have 18,140 Twitter followers and 17,600 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 and assists with research and fund raising.
16. **E\*Trade Saga.** The pending July *Levitt Letter* will include the following Bulletin Board Announcement entitled, "Time to Dump E\*Trade?"

According to the one-star reviews at <https://bit.ly/3f5JnAF>, <https://bit.ly/3fwrwC5>, and <https://bit.ly/3fzoP2z>, E\*Trade runs its clients around for months on end when attempting to recover funds fraudulently extracted

from their accounts. Too many complaints corroborate the hopelessness of waiting hours on end with E\*Trade's customer "service." Consequently, E\*Trade investors (and perhaps those of their parent company, Morgan Stanley — Prov. 13:24) may be well advised to move their portfolios to Vanguard (877-662-7447) or Fidelity (800-343-3548).

This ministry has requested **since January** that stolen funds be replaced and our E\*Trade account to be restored to normal after two fraudulent withdrawals totaling \$6,500 last December. Now we have a new brokerage account to receive stock donations via Vanguard.

A subsequent announcement or article may request ZLMers to call E\*Trade's various U.S. offices to encourage them to finally release our funds so that we can close the accounts.

17. **Covid Reparations for Independent Contractors.** Based on our independent contractors' consistent excellence during the pandemic and the ministry's empathy regarding their various hardships during the last year, it is proposed that ZLM send them \$600, calculated as \$50/mo. for 12 months: Todd Baker (consulting theologian and TJF missionary), John Wollinka (newsletter graphic artist), Margot Dokken (newsletter editor), Dave Hart (studio co-host), Kirsten Hart (studio co-host), Greg Hartwig ([www.levitt.com](http://www.levitt.com) webmaster), Alan Himber (newsletter researcher), and John Parsons (LL Hebrew Lesson volunteer).

These payments for the eight recipients would total \$4,800 of taxable income that would be added to their 1099s and would help them offset some of their unanticipated expenses and lost revenue resulting from COVID-19.

18. **Covid Reparations for Israeli Guides and Drivers.** Universal Travel in Greece should be about to return the second half of Zola Tours' \$26,000 deposit from our Fall 2019 Israel Tour extension. It is proposed that the \$13,000 received thus far and the other \$13,000 that should arrive by month end be relayed from ZLM to our Israeli guides and drivers in the roughly 80/20 proportions recommended by Immanuel Tours, our land agent in Israel.

Whatever amount is approved would be sent half at a time in order to help

ensure receipt by those intended. It is noteworthy that the bus drivers do not have unemployment benefits like the guides and that these funds would help the recipients continue welcoming our Holy Land tour passengers.

## OLD BUSINESS

1. ZLM's pending **42nd anniversary** since our first broadcast in December 1978.
2. **Size of mailing list:** 18,100 (up from 16,500 since March), prior to a pending purge. Our mailing list includes 215 foreign subscribers and 1,600 inmates.
3. Board members **receiving newsletters?** Major Donor Notes?
4. The **2019 audited Financial Statements** soon will be posted at <https://www.levitt.com/about#docs>
  - a. ZLM's 2019 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:** *Revelation: Unveiling the Visions*. With theologian Dr. Jeffrey Seif and studio co-hosts David and Kirsten Hart, it walks viewers through each of the 22 chapters, which include glorious visions and angelic visitations. It has eight 30-minute TV programs and is available on two 2-hour DVDs and posted for free viewing at [www.levitt.tv](http://www.levitt.tv).
6. **Stats** on three national television networks
  - 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

7. **Web traffic.** [www.levitt.com](http://www.levitt.com) receives 4,026,000 hits per month, up 8.2% from 3,721,000 million in March. This volume remains notably higher than last year, before the ministry began routinely asking our newsletter readers to “tune in” *Our Jewish Roots* at [www.levitt.com](http://www.levitt.com) and [www.levitt.tv](http://www.levitt.tv).
8. **Contingency planning.** ZLM’s webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry's *Levitt Letter* writer and Israel tour host Tony Derrick, who has served in many ministerial capacities since 1989
9. **Projected Gross Revenue** for 2020: \$3.3 million. Our YTD gross revenue is 6.3% higher than 2019’s, while our YTD expenses have risen 5.4%. We have a year-to-date net loss of \$11,600 on gross revenue of \$2,160,000. Such figures are encouraging in light of not only COVID-19 but also the added expenses of our two new television networks, TBN and TCT.

Zola Tours is likely to borrow \$100,000 from the ministry this year in order to remain ready to host Israel tours after the pandemic. Its advertising continues unabated on *Our Jewish Roots* and in both of the ministry’s newsletters.

10. **Projected Net Assets** as of 12/31/20: \$2.4 million, which is about the same as on 12/31/19.
11. **Compensation.** No significant changes.
12. Due to COVID-19, we have not sent any **To the Jew First (TJF) Missionaries** to Israel this year. We sent 8 in 2019 and 4 in 2018. The TJF Fund is financially prepared to send at least 4 missionaries to Israel in 2021.
13. **TV Production.** Spending \$657,000 on production in 2020, we will have zero repeats now that the program is called *Our Jewish Roots* instead of *Zola Levitt Presents*. Berg productions estimates we will create 26 entirely new programs and 26 revitalized ones — new studio combined with prior on-location teaching from Israel — by year end.
14. **Social media progress.** We have 107,000 Facebook followers (down from 106,000 in March) and 19,100 on Twitter (about the same as in March). 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. Despite the pandemic, both have continued to come to Dallas for occasional studio productions. Meanwhile, Berg Productions has made contingency plans for them to film in a Branson studio, close to home, if need be. They also stand ready to lead our spring and fall tours in 2021, Lord willing.
16. **Coping with COVID-19.** Both the ministry’s staffers and those of Berg Productions have been extremely cooperative about working staggered shifts, performing their duties from home, social distancing, hand washing, and wearing face masks. To maintain the safest environment possible, the ministry’s office has been closed since March to non-employees, including the building’s janitorial services. Beyond that, staffers have received computers and other office equipment to optimize their effectiveness when working remotely.

The next step in preparing for the pandemic’s potential resurgence involves determining what each individual most needs in order to be able to shelter in place at home for up to three weeks. Board members and ministry supporters are encouraged just as well to abide the wisdom of Prov. 21:20: “There is desirable treasure and oil in the dwelling of the wise; but a foolish man squanders it.”

17. **Advisory Board?** Should ZLM recruit and develop an advisory board? Thus far, candidates for ZLM's pending advisory board include Angie Young and widows of other prior board members — Vivian Mobley, Betty Thomas, and Lee Nelson. Adding their bios and others at [levitt.com](http://levitt.com) might help assure ZLMers that the ministry remains true to our original mission.
18. **Lou Hays — prospective director.** Lou Hays, retired in Oklahoma, was our ministry's *Levitt Letter* editor in the mid-2000s and a close personal friend of Zola for decades. A master chess player and credible golfer, he’s an accomplished entrepreneur, having owned and operated a travel agency and ice cream store. For nearly a quarter century, he has been an avid volunteer with his local animal rescue chapter. As a sincere Believer in Yeshua and a strong supporter of Israel, Lou stands ready to serve as a volunteer on the ministry’s board.

After Lou shared some of the highlights of his 26-year friendship with Zola, including traveling together, the board unanimously accepted Lou as our newest director. Welcome aboard, Lou!