

**ZOLA LEVITT MINISTRIES, INC.'S**  
**Fall 2023 Board Meeting (November 29, 2023)**

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Wednesday morning, November 29, 2023. 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. Lou Hays, Director, Audit Committee  
Mr. Jay Ledbetter, Director  
Mrs. Margot Dokken, Director

NEW BUSINESS

1. ZLM's **45th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 14,600, including 187 foreign subscribers and 1,035 inmates — up 6% from 13,800 last spring. ZLM also has 6,800 virtual subscribers, aside from those who read our newsletters at [www.levitt.com](http://www.levitt.com) without subscribing. Therefore, the ministry has upwards of 21,400 regular readers plus those with whom they share. We also have an additional 305 subscribers to the virtual *Levitt Letter Extra* and 660 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2022 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
  - a. ZLM's 2022 Form 990 is posted at <https://www.levitt.com/about#docs> — click on *Documents*
  - b. Our Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>. The airing schedule is available in the “Zola TV” dropdown menu, and our newsletters in the “Levitt Letter” dropdown menu.

5. **Newest TV series:** *Dateline Jerusalem*. The ten 30-minute TV programs are posted for free viewing at <https://www.levitt.tv/media/series/DDJ>. In it, Dr. Jeffrey Seif, with the Bearded Bible Brothers and David & Kirsten Hart, reconstruct the Temple in Jerusalem.
6. **Stats** on four national television networks and YouTube
  - Daystar** — 110 million households stateside  
2.1 billion globally via broadcast, cable, and satellite in 200 countries. They now cover all of Israel!
  - TCT** — 28 million households
  - NRB-TV** — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
  - GEB-TV** — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs
7. **Web traffic.** [www.levitt.com](http://www.levitt.com) has averaged 1,850,000 hits per month since January but surged to 2,486,000 in October, a 7% increase over last October's 2,329,000 hits.
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah has been a contingent signatory for transacting the ministry's business on the rare occasions when Mark may be unavailable.
9. **Gross Revenue.** Our 2023 YTD gross revenue is \$2,400,000 — roughly 3.4% higher than last year at this time, thanks in part to a bequest and a major gift.
 

TEI has a YTD net loss of \$40,000, due largely to the war causing us to cancel the fall tour. That's roughly double our YTD loss of last year. Fortunately, the Bearded Bible Brothers teaching Bible on future tours should attract more passengers than we've seen for years.
10. **Estimated Net Assets** as of October 31, 2023: \$2.4 million, which is about \$80,000 higher than last year's YTD, thanks again to a bequest and major gift as well as regular contributions from our loyal supporters.

11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We took **6 To the Jew First (TJF) Missionaries** to Israel in 2022, and have sent only two in 2023 due to the war, which began nine days before our schedule departure. Fortunately, we have received two flight vouchers from the fall 2023 mission trip that was canceled. Meanwhile, the TJF fund has \$13,000, so we plan to send four missionaries to Israel in 2024.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to determine our production and airtime budgets. In 2023, we're likely to spend \$652,500 to create 25 new programs, update 19, and rerun 8. Last year we created 22 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes. We have 18,900 Twitter followers and 58,900 YouTube subscribers, up 225% from 26,200 subscribers last spring. On October 7, we received 10,040 new subscribers. Episodes 7 and 8 of our Dateline Jerusalem series received 23,200 views in 18 days, which is way up from our usual 2,000 – 3,000 views for most episodes. This surge is likely attributable to our influx of new subscribers. Our daily average of 1,300 views is now 3,500 views per day, an increase of 270%.
15. **The Bearded Bible Brothers' Role.** ZLM is increasingly promoting the Josh and Caleb's social media presence, and our viewers are enthusiastically welcoming their growing presence on *Our Jewish Roots*.
16. **Stress Pay and Courage Under Fire.** The Berg Productions seven-man camera crew was in Israel during the week of October 7 and, from their hotel, sent photos of missiles streaming through the air. The team included five Americans — Ken Berg, Clayton Herring, Bill Elliot, Joshua Colson, and Caleb Colson — and two Israelis — our Israeli producer Loui Farhat and West Bank Arab sound man Victor Kamar.

For the five who were away from home with their families, worried about their return to the states, let's please vote on awarding a token of gratitude for 1) the stress they underwent and 2) their bravery for venturing outdoors amidst the danger to score some man-on-the-street interviews.

## OLD BUSINESS

1. ZLM's **44th anniversary** since since incorporating in May 1979.
2. **Size of mailing list:** approximately 13,800, including 170 foreign subscribers and 884 inmates — up from 13,000 last fall. ZLM also has 7,100 virtual subscribers, aside from those who regularly read our newsletters at [www.levitt.com](http://www.levitt.com) without subscribing. Therefore, the ministry has upwards of 21,200 regular readers plus those with whom they share. And an additional 300 subscribers to the virtual *Levitt Letter Extra*.
3. Board members **receiving newsletters?**
4. The **2022 audited Financial Statements** are in process with our auditors visiting the office during the last week of this month.
  - a. ZLM's 2021 Form 990 is posted at <https://www.levitt.com/about#docs>
  - a. Our Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* are all posted at <https://www.levitt.com/>
5. **Newest TV series:** *Much Like Peter*. The nine 30-minute TV programs are available on DVD and posted for free viewing at [www.levitt.tv](http://www.levitt.tv).
6. **Stats** on four national television networks and YouTube
  - Daystar** — 110 million households stateside  
2.1 billion globally via broadcast and cable in 200 countries
  - TCT** — 28 million households
  - NRB-TV** — 40 million households via 13 broadcast affiliates, nine cable systems, and DirecTV
  - GEB-TV** — 27 million households in nine secondary markets such as Tulsa, Phoenix, and Palm Springs
  - YouTube** — 26,200 subscribers, up 10.5% from 23,700 subscribers last fall

7. **Web traffic.** [www.levitt.com](http://www.levitt.com) averages 2,102,000 hits per month, about 4% lower than the 2,186,000 hits last fall
8. **Leadership Contingency.** ZLM's webmaster Greg remains a strong candidate to serve as executive director. Meanwhile, Mark's daughter Sarah Guigneaux has been a contingent signatory for transacting the ministry's business when Mark is unavailable.
9. **Gross Revenue** for 2022 was \$4.35 million, thanks to two sizeable bequests. That is \$1.36 million (45%) higher than the \$2.99 million revenue in 2021. Our 2023 YTD gross revenue is \$535,000 through March, roughly 17% lower than last year at this time.

TEI has YTD net income of \$7,000. Sales for our fall 2023 Israel tour have been slow thus far.

10. **Projected Net Assets** as of December 31, 2023: \$3.45 million, which is about a million higher than last year's \$2.43, thanks again to two major bequests.
11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We took **6 To the Jew First (TJF) Missionaries** to Israel in 2022, and are likely to take 6 more in 2023.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to determine our production and airtime budgets. In 2023, we're likely to spending \$660,000 to create 29 new programs, update 15 and rerun 8. Last year we created 22 new programs.
14. **Social media likes, followers, and subscribers.** On Facebook we have 104,000 likes. We have 18,600 Twitter followers and 26,200 YouTube subscribers. Andrea Davis, at Berg Productions, handles our social media endeavors
15. **Leroy Skaar Estate.** Thanks in large part to the bequest received last year from Leroy Skaar in Colorado, ZLM ran substantially in the black and is able to continue our regular television production as well as retool.

16. Please pray that other ZLM supporters step forward with major contributions as Alfred Weinstein and Leroy Skaar have since our monthly income too often amounts to less than our expenses.
17. **Bearded Bible Brothers' Role.** The ministry is increasingly promoting the BBB's social media presence and soon will introduce them to viewers of *Our Jewish Roots*.