

ZOLA LEVITT MINISTRIES, INC.'S
Spring 2024 Board Meeting (May 9, 2024)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Thursday morning, May 9, 2024. 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
Mrs. Margot Dokken, Director

Director Jay Ledbetter was on a prior planned mission trip in Zambia.

NEW BUSINESS

1. ZLM's **44th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 15,300, including 210 foreign subscribers and 1,107 inmates — up 4.8% from 14,600 last fall. ZLM also has 6,800 virtual subscribers, aside from those who read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has upwards of 22,100 regular readers plus those with whom they share. We also have an additional 307 subscribers to the virtual *Levitt Letter Extra* and 675 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>
 - 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:** *God of Miracles*. The nine 30-minute TV programs are posted for free viewing at <https://www.levitt.tv/media/series/DGM>. In it, from Genesis to Revelation, Jeffrey Seif teaches from Israel, unveiling God's modern-day activity.
6. **Stats** on four national television networks and YouTube — same as last fall.

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 has averaged 1,323,000 hits per month during the first quarter, down 28% from 1,850,000 last fall, when it had an unprecedented surge after Israel's October 7 attack.
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 2024 YTD gross revenue through April is \$773,100. With YTD expenses of \$1,247,800 the ministry's losses are \$474,700 thus far. It is thanks to two recent bequests that we've been able to weather the transition from Jeffrey Seif to the Bearded Bible Brothers.

TEI has a YTD net loss of \$8,100, due largely to the war causing us to cancel the spring tour. We still plan to host a fall tour this year, circumstances permitting.

10. **Estimated Net Assets** as of April 30: \$1,970,000, which is about \$530,000 lower than last year's \$2,500,000 at this time. Berg seeks to markedly increase this year's television production budget, which would require a substantial increase in our income.

11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We took **two To the Jew First (TJF) Missionaries** to Israel in 2023, and have sent two thus far this year despite the war. The TJF fund presently has \$21,800, and we plan to send a total of four missionaries to Israel this year.
13. **TV Production and airtime.** ZLM's 990 gross revenue is being used to determine our production and airtime budgets. In 2024, we may create as many as 48 new programs with only 4 repeats and zero revitalized with a budget of \$698,500. Last year we created 25 new programs, update 19, and rerun 8.
14. **Social media likes, followers, and subscribers.** On Facebook we have 109,000 likes and 136,800 followers. We have 19,100 Twitter followers and 66,100 YouTube subscribers, up 12.2% from 58,900 subscribers last fall. We also have 1,698 Instagram followers.
15. **The Bearded Bible Brothers' Role.** The ministry is still waiting for our stations and networks to include Josh and Caleb rather than Jeff Seif in their on-air TV guides. This update should significantly increase their visibility and our viewership.
16. **Stress Pay and Courage Under Fire.** Our television producer Ken Berg and the Bearded Bible Brothers are presently on a two-week shoot in Israel. They're working with our Israeli production crew to bring back footage for our pending series, working title *Rebuilding the Ruined Cities*.

OLD 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 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 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.