

ZOLA LEVITT MINISTRIES, INC.'S
Spring Board Meeting (March 16, 2018)

The semi-annual meeting of Directors was conducted as a teleconference at 11:30 on Friday morning, March 16, 2018. 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, Director, Audit Committee
Mr. Jay Ledbetter, Director
Mr. Mark Nelson, Director

NEW BUSINESS

1. ZLM's 39th **anniversary**.
2. Size of **mailing list**: approximately 21,800 (up from 20,800 last fall), including 240 foreign subscribers and ~1,700 inmates.
3. Board members **receiving newsletters**? Major Donor Notes?
4. The 2016 audited **Financial Statements** are posted at <http://www.levitt.com/about#docs>
 - a. ZLM's 2016 Form 990 — posted at <http://www.levitt.com/about#docs>
 - b. Catalog/Supplement, Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <http://www.levitt.com/>
5. **Newest TV series**: *Watch Therefore and Be Ready*, soon available on DVD and currently posted at www.levitt.tv.
6. Stats on **national television networks**

Freeform — 94.4 million households (the same as before)
(ABC-FAM) This amounts to 81% of U.S. households with at least one television

Daystar — 109 million households stateside
 609 million households overseas in approximately 200
 countries
 718 total worldwide via broadcast and cable

7. **Web traffic.** www.levitt.com receives 2.2 million hits per month, down from 2.7 million last year.
8. **Contingency planning.** ZLM's webmaster Greg Hartwig remains a strong candidate to serve as executive director, as does the ministry's interim spokesman Tony Derrick, who has served in many capacities since 1989.
9. **Estimated Gross Revenue** for 2017: \$3.5 million, down from \$3.8 million in 2016. TEI is estimated to have earned \$9,300 in 2017 on gross income of approximately \$672,000.
10. **Estimated Net Assets** as of 12/31/17: \$2.2 million, down from \$2.5 million as of 12/31/16.)
11. **Compensation.** No significant changes.
12. We took 13 **To the Jew First (TJF) Missionaries** to Israeli in 2017 and 14 in 2016. We sent 12 to Israel in 2015 and 14 in 2014 – Dr. Todd Baker plus at least one qualified co-missionary that he has nominated and trained. Due to surpassing our TJF budget in 2017, sending 6 TJF Missionaries in 2018 will allow us to replenish reserves.
13. **TV Production.** Spending \$505,000 we created 25 new programs in 2017 and 29 new programs in 2016 with a budget of \$516,400. In 2018 we plan to produce 22 new programs and update 22 prior ones while rerunning only 8 with a budget of \$525,000.
14. **Social media progress.** Our likes on Facebook have increased to 109,100, and we have 106,000 followers. On Twitter, we have 18,600 followers. Andrea Davis, at Berg Productions, handles our social media endeavors.
15. **Dr. Jeffrey Seif** is serving via Berg Productions as the Senior Theologian on *Zola Levitt Presents*. He assists with research and fund raising and submits a Levitt Letter articles to Berg's office to proof and relay to our news magazine editor Margot.

OLD BUSINESS

1. ZLM's 38th **anniversary**.
2. **Size of mailing list:** Approximately 20,787 (up 755 since March), including 206 foreign subscribers and 1,416 inmates. We now ask international subscribers to either see our newsletters at www.levitt.com or cover the cost of overseas postage.
3. Board members receiving **newsletters**? Major Donor Notes?
4. The 2016 audited **Financial Statements** are posted at <http://www.levitt.com/about#docs>
 - c. ZLM's 2016 Form 990 — posted at <http://www.levitt.com/about#docs>
 - d. Catalog/Supplement, Booklist, Airing Schedule, *Levitt Letter*, *Personal Letter* — posted at <http://www.levitt.com/>
5. **Newest TV series:** *Called Together*, available on DVD and posted at www.levitt.tv.
6. Stats on **national television networks**
 - Freeform** — 88 million households (ABC-FAM) This amounts to 81% of U.S. households with at least one television
 - Daystar** — 109 million households, up 9% from 100 million (now eclipsing TBN).
Its broadcasts reach 200 countries and 670 million households globally
7. **Web traffic.** www.levitt.com receives 4.1 million hits per month YTD, up 24% from 3.3 million per month in March..
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 2017: \$3.3 million, down from \$3.8 million in 2016. TEI is projected to lose ~\$5,000 this year on gross income of approximately \$500,000.

10. **Projected Net Assets** as of 12/31/17: \$1.8 million, a decrease from \$2.3 million as of 12/31/16.
11. **Compensation.** No significant changes.
12. We have taken 13 **To the Jew First (TJF) Missionaries** to Israel this year. We sent 12 in 2016 and 2015. Zola's lifelong friend, Harvey Zion, retired this year after roughly a dozen mission trips.
13. **TV Production.** We have created 25 new programs in 2017, spending \$505,000. In 2016 we produced 22 new programs with a budget of \$516,400. In 2015, spending \$525,000, we produced 30 new programs.
14. **Social media progress.** We have 104,920 followers on Facebook, while our Facebook likes have increased to 108,581, up 2,100 since March. We now have 18,200 Twitter followers, up 1,600 since March. Andrea Davis, at Berg Productions, continues to oversee our social media endeavors.
15. **Reprinting article.** Though Messianic organizations appear to have unwritten policies that copying free content is acceptable, it seems that all appreciate if not require attribution.
16. **David & Kirsten's efforts.** Both have taken multiple courses from ZLM's *Institute of Jewish-Christian Studies*. They joined our October 2017 Israel tour, training with Tony & Jane. David and Kirsten will lead the March 2018 Israel tour with Tony and Jane's assistance.
17. **Messianic Jewish Teachers on Zola Levitt Presents.** "Our Man in Jerusalem" Eitan Shiskoff taught in the eight programs of our *Called Together* television series. Berg Productions is presently finishing our new *Watch Therefore and Be Ready* TV series with Dov Schwartz regarding prophecy. Following that, Marty Waldman, recent leader of the Baruch HaShem congregation, will teach from both testaments about prophetic clues regarding Jesus. Soon Ken, Clayton, and Mark may meet with Marty's son, Ari Walman, about writing for the *Levitt Letter* and eventually appearing on *ZLP*.