

ZOLA LEVITT MINISTRIES, INC.'S
Fall 2024 Board Meeting (November 20, 2024)

The semi-annual meeting of Directors was conducted as a Zoom conference at 10:45 on Wednesday morning, November 20, 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 **45th anniversary** since incorporating in May 1979.
2. **Size of mailing list:** approximately 15,400, including 219 foreign subscribers and 1,155 inmates — up 1% from 15,300 in May. ZLM also has 6,400 virtual subscribers, aside from those who read our newsletters at www.levitt.com without subscribing. Therefore, the ministry has upwards of 22,000 regular readers plus those with whom they share. We also have an additional 306 subscribers to the virtual *Levitt Letter Extra* and 674 blog subscribers.
3. Board members **receiving newsletters?**
4. The **2023 audited Financial Statements** are posted at <https://www.levitt.com/about#docs>
 - a. ZLM's 2023 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:** *Josiah and the Last Reformation*. Josiah's life and the last days of the Kingdom of Judah parallel the last days in which Believers are living today. The eight 30-minute TV programs are posted for free viewing at https://www.youtube.com/results?search_query=josiah+and+the+last+reformation.
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 3,690,000 hits per month from January through October. That's an increase of 279% over our first-quarter figure of 1,323,000 hits per month! In fact, it surpasses the 1,850,000 hits per month we achieved last fall, when we had an unprecedented surge after Israel's October 7 attack.
8. **Leadership Contingency.** The ministry presently has two candidates to step in for Mark Levitt in the event of his absence: 1) ZLM's new office manager Andrea Davis, having managed Berg Productions for 18 years, and 2) Greg Hartwig, levitt.com webmaster. Meanwhile, Mark's daughter Sarah Guigneaux has been a contingent signatory for transacting the ministry's business on the rare occasions when Mark or our bookkeeper has been unavailable.
9. **Gross Revenue.** Our 2024 YTD gross revenue through October is \$2,311,000. With YTD expenses of \$2,645,000 the ministry's YTD losses are \$334,000. Thanks to two recent bequests, we've been able to weather the transition from Jeffrey Seif to the Bearded Bible Brothers and take over the operations of Berg Productions, which had produced our television programs since 1978. Moreover, we continue to anticipate a residual

bequest of more than \$600,000.

TEI has a YTD net loss of \$108,000, due largely to the ongoing war causing us to cancel both the spring and fall tours. A considerable portion of this amount has been paid to ZLM for marketing, rent, and personnel.

10. **Estimated Net Assets** as of October 31: \$2,182,000 which, thanks to a generous bequest, is a \$212,000 increase over our \$1,970,000 net assets reported in May.
11. **Compensation.** We continue to implement COLAs for our staffers in response to inflation and the tight job market.
12. We sent **two To the Jew First (TJF) Missionaries** to Israel last month as well as earlier this year. It seemed pointless to dissuade Todd and August from going because of their faith and zealotry. Now they're already slated to return to the Holy Land next spring. The TJF fund presently has \$33,200, even after managing 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. This production amount needs to be updated, however, once the dust settles from ZLM's recent acquisition of key assets and personnel from Berg Productions. Ken, age 81, has semi-retired and has been working on podcasts with Jeffrey Seif — may God bless the two of them. Last year we created 25 new programs, update 19, and reran 8.
14. **Social media likes, followers, and subscribers.** On Facebook we have 108,000 likes and 136,800 followers. We have 19,200 Twitter followers and 70,000 YouTube subscribers, up 6% from 66,100 in May. We also have 2,300 Instagram followers, up 35% from 1,700 Instagram followers in May. These increases are attributable to a small, monthly marketing expense. Toward the first of the year, we're likely to increase our social media presence by contracting with a larger, more expensive marketing enterprise in Israel.
15. **The Bearded Bible Brothers' Role.** Our stations and networks are finally portraying Josh and Caleb rather than Jeff Seif in their on-air TV guides. This update has significantly increased their visibility. Updating our

program's name from *Our Jewish Roots* to *Bearded Bible Brothers* should increase our viewership. Registration of the *Bearded Bible Brothers* trademark is underway.

16. **The Lobstermen TV series.** For our newest television series, our Bearded Bible Brothers braved the salt water and cool weather of coastal Maine last month to harvest lobsters with real lobstermen, shoot feral hogs from a helicopter, repel from daring heights, go rock climbing, and shoot other people (including one another) with paintball guns.

This unique series of outings should capture viewers' imagination while yielding ongoing opportunities to deliver the BBB's anointed, novel brand of infotainment, which is always chockfull of Bible teaching. Here's a link to the one-minute Lobstermen teaser: https://youtu.be/Z5_QYy9L1Hw.

Below is an excerpt from the Caleb's January 2025 *Levitt Letter* article:

Before Yeshua ascended into Heaven, He commanded His disciples to go into all the world and preach the Gospel — the “Good News” — to every creature (Mark 16:15). Clearly the Apostles never thought that their Messiah intended such “creatures” to include lobsters (that is, gentiles). So instead of going “out,” years passed while the Apostles remained “in” Israel. But along came the murderous Pharisee Shaul — the most law-abiding, religious zealot of them all. He hated the new Jewish Believers and attempted to kill them. Soon enough, however, Yeshua blinded him and said something like this: “Hey, rabbi. I've got a job for you. You will become My very first Lobsterman!” And the rest is history.

17. **Ratification of key staffer compensation** for Caleb, Josh, and Andrea Davis:

Caleb — Producer and Spokesperson	Underpaid before
Josh — Assistant Producer and Spokesperson	No longer moonlighting
Andrea — Office Manager and Syndicator	Very close to prior pay

18. **Approval of transition bonuses** for Caleb, Josh, and Andrea. Closing the ~4,000-square-foot office of Berg Productions in Irving and opening ZLM's new ~2,000-square-foot production outpost in Hurst required hundreds of extra hours. Meanwhile Caleb, Josh, and Andrea have continued to work extraordinarily long days into evenings and weekends. Frankly, the four of

us have been living (and loving) our jobs. Also, our bookkeeper, to a lesser extent also has been consistently available during evenings and weekends.

OLD 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*.