

Sole Source Application and Determination Form

A sole source determination is not effective until the sole source application for determination has been posted on the Purchasing website for thirty (30) calendar days without protest and is subsequently approved in writing by the Vice President of Administration and Finance.

1. Name of Department: NM Bureau of Geology
Contact Name: J. Michael Timmons
Phone: 5237
Email: mike.timmons@nmt.edu

2. Name of Prospective Vendor: WBC Productions, LLC
Contact Name: Ivy Roman
Phone: 877 546-9995
Email: ivy@nowweknowtv.com
Estimated Cost: \$24,500
Duration (for Services or Professional Services – limited to four years): 1 year or less

3. Purpose/need for purchase and detailed list of items of tangible property, services, or professional services:
Sole production company for national broadcast “Now we know! – with Steve Guttenburg”
 - 5-7-minute documentary style educational segment production - Segment will include videography, narration, script, graphics, interviews, music, design (set/program), music, relevant company information all produced by "Now We Know!"
 - Field Producer and camera crew to travel and film on site (b-roll and interviews) at location of participants choice upon meeting standard guidelines of production.
 - Distribution of 5--7-minute segment to air on CNBC, target air date TBD.
 - Production and editing of 3 segments - Corporate Documentary, Broadcast Quality Commercial, and Social Media Highlight Segment.
 - "Now We Know!" will provide the 3 edited segments (Corporate Documentary) and all raw footage shot on location to participant 30-45 days after segment is distributed.

4. Detailed explanation of criteria developed for this purchase:

Invitation for a national audience venue to highlight research programs of national significance. Creative content to be created.

5. Provide a detailed, sufficient explanation of the reasons, qualifications or unique capabilities of the prospective vendor that make that prospective vendor the one source for providing the items of tangible property, services, or professional services:

This vendor is the sole production unit for the “Now we know! – with Steve Guttenburg” national broadcast on CNBC. This national audience will raise the profile of certain New Mexico Bureau of Geology programs with national profiles and also highlight important research addressing national interests on behalf of New Mexico Tech.

6. Provide a detailed, sufficient explanation of how the items of tangible property, services, or professional services is/are unique and how this uniqueness is substantially related to the intended purpose of the department/grant:

See above. The New Mexico Bureau of Geology operates as the New Mexico State Geological Survey. The research we do is vitally important to the state and has broad interest across the nation in certain program areas. The vendor represents the sole production unit for the national broadcast of “Now we know! – with Steve Guttenburg” and will be aired on the CNBC network. No other production company provides the production materials for this broadcast.

7. Please provide a narrative description department’s due diligence in determining a basis for the procurement. Include:

- a. method used to research and review other available sources (i.e. list of potential vendors from Purchasing, internet, state pricing agreements, purchasing cooperatives)

No other vendors available for this broadcast: <https://nowweknowtv.com/>

- b. list of vendors contacted, the date and method of contact (i.e. email, phone call)

N/A

- c. documentation explaining why:
 - i. those vendors cannot provide the required items of tangible property, services, or professional services
 - ii. other similar items of tangible property, services, or professional services cannot meet the intended purpose of department/grant:

N/A

I certify I have performed thorough and diligent research and analysis to determine that WBC Productions is the only source capable of providing the required for broadcast on <https://nowweknowtv.com/>. I understand that violations of the New Mexico Procurement Code (Chapter 13, Article 1 NMSA 1978) can carry severe penalties. I affirm that the information provided in this Sole Source Determination is true and accurate to the best of my knowledge and belief.

Name, Title: Dr. J. Michael Timmons
Director and State Geologist
New Mexico Bureau of Geology and Mineral Resources

J. Michael Timmons

27-Apr-2026

Review: Purchasing Services: Lisa Majkowski, Director

Lisa Majkowski 04/27/2026

Website Posting Date: 04/27/2026

Posting Expiration Date: 05/27/2026

Protested (Yes/No):

Approval: Delilah A. Walsh
Vice President of Administration and Finance

Delilah A. Walsh

27-Apr-2026







Sole Source Application _WBC Productions_Bureau_April2026_needs signatures

Final Audit Report

2026-04-27

Created:	2026-04-27 (Mountain Daylight Time)
By:	Lisa Majkowski (lisa.majkowski@adobe.nmt.edu)
Status:	Signed
Transaction ID:	CBJCHBCAABAAhKz6J9RayFGXi8fTAO1tffpyCaQgngab
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Document page count:	3
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Supporting files page count:	0

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-  Document created by Lisa Majkowski (lisa.majkowski@adobe.nmt.edu)
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-  Email viewed by Jerome Timmons (mike.timmons@nmt.edu)
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Sole Source Application _WBC Productions_Bureau_April2026_needs DW signature

Final Audit Report

2026-04-27

Created:	2026-04-27 (Mountain Daylight Time)
By:	Lisa Majkowski (lisa.majkowski@adobe.nmt.edu)
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