

STATE OF NEW MEXICO
COUNTY OF BERNALILLO
SECOND JUDICIAL DISTRICT

STATE ETHICS COMMISSION,

Plaintiff,

v.

TNMP, INC. d/b/a “The New Mexico Project”;
and JEFF APODACA,

Defendants.

No. D-202-CV-2024-04341

**PLAINTIFF’S MOTION FOR PRELIMINARY INJUNCTION AND
MEMORANDUM IN SUPPORT¹**

“Disclosure requirements are ‘even more essential and necessary to enable informed choice in the political marketplace following *Citizen United*’s change to the political campaign landscape with the removal of the limit on corporate expenditures.” *Rio Grande Found. v. Oliver*, No. Civ. 1:10-cv-01174, 2024 WL 1345532, at *19 (D.N.M. Mar. 29, 2024) (quoting *Free Speech v. Fed. Elec. Comm’n*, 720 F.3d 788, 798 (10th Cir. 2013)). Given this necessity, Plaintiff State Ethics Commission respectfully requests a preliminary injunction requiring Defendant TNMP, Inc. (“TNMP”) to register as a political committee with the secretary of state and to file reports of its contributions and expenditures, as required by the Campaign Reporting Act (“CRA”), NMSA 1978, Sections 1-19-25 to -37 (1979, as amended through 2024).

BACKGROUND

Defendant TNMP has solicited contributions and made substantial expenditures supporting candidates for elected office in New Mexico. As such, the CRA requires TNMP to register with the secretary of state and disclose its contributions and expenditures. Because New Mexico voters have a right to know who funds independent expenditures seeking to influence

¹ Pursuant to Rule 1-007.1 NMRA, the Commission has determined that this motion is opposed. While counsel for defendants have yet to enter an appearance in this matter, the Commission, through undersigned counsel, sought the concurrence of Defendants via publicly available email addresses for Defendant Apodaca.

their votes, the Commission demanded that TNMP comply with the CRA’s basic requirements. *See* Ex. 1, Correspondence from J. Farris to J. Apodaca (May 15, 2024). TNMP refused, and the Commission filed this lawsuit to force disclosure. *See* Compl. (filed May 24, 2024). TNMP continues its refusal to make required disclosures. *See* Ex. 2, Aff. of Mandy Vigil, Election Dir., Office of the Sec’y of State (June 21, 2024) (establishing that TNMP has neither registered with the secretary of state nor filed a required report of contributions and expenditures). Yet, in a recent radio interview, Defendant Apodaca confirmed that TNMP will continue to make its dark-money campaign ads beyond the primary election and into the general election:

INTERVIEWER: So are you guys done, now? Are you going to continue?
APODACA: Oh no, we’re going to continue.
INTERVIEWER: Because I heard the ads last week. . . Are we going to hear from your group going forward to the general [election]?
APODACA: Absolutely. And in the future.

Ex. 3-A, The TJ Trout Show, *Jeff Apodaca*, 96.3 KKOB, at 13:28 (June 11, 2024), <https://www.newsradiokkob.com/tj-trout/>.² A preliminary injunction is necessary to effectuate the CRA’s requirement that political committees, like TNMP, disclose basic information about who is funding their advertisements to influence New Mexican voters, before they vote.

ARGUMENT

To obtain a preliminary injunction, “a movant must show that ‘(1) the [movant] will suffer irreparable injury unless the injunction is granted; (2) the threatened injury outweighs any damage the injunction might cause the [adversary]; (3) issuance of the injunction will not be adverse to the public’s interest; and (4) there is a substantial likelihood [movant] will prevail on the merits.’” *Lujan Grisham v. Romero*, 2021-NMSC-009, ¶ 20 (alterations original) (quoting *LaBalbo v. Hymes*, 1993-NMCA-010, ¶ 11, 115 N.M. 314). All four factors support a

² Exhibit 3 is a disk containing all of the audiorecorded interviews referenced in this motion (in .mp3 format) and all of TNMP’s radio advertisements (in .wav format) referenced in this motion. The Commission will provide the Court with a disk containing the audio exhibits contemporaneous to the filing of this motion, and the Commission provided Defendants with disks containing the audio exhibits concurrently with the service of this motion.

preliminary injunction requiring TNMP to register as a political committee with the secretary of state and to file required reports of its contributions and expenditures.

I. The Commission will suffer irreparable harm in the absence of injunctive relief.

Absent a preliminary injunction, the Commission will suffer irreparable harm. A state agency generally suffers an irreparable injury where it is prevented from effectuating the statutes it is tasked to enforce.³ Similarly, where the threatened harm “would impair the court’s ability to grant an effective remedy, there is a need for preliminary relief.” 11A Wright & Miller, *Federal Practice and Procedure*, § 2948.1 (3d ed. 2013). The Commission has the constitutional and statutory authority to ensure compliance with the CRA, including the authority to commence a civil action seeking a “permanent or temporary injunction.” NMSA 1978, § 1-19-34.6(C) (2021); *see also* N.M. Const., art. V, § 17(C); NMSA 1978, § 10-16G-9(A)(1) & (F) (2021). Defendant TNMP has solicited contributions and made independent expenditures supporting candidates in the 2024 primary and general elections, yet openly refuses to report its contributions and expenditures. TNMP’s refusal violates the CRA and frustrates the law’s basic purpose to require information regarding who seeks to influence New Mexicans’ votes. Absent a preliminary injunction, Defendants will deprive New Mexicans of their right to know who, by funding TNMP’s independent expenditures, seeks to influence their votes in the 2024 primary election *and the 2024 general election*, irreparably harming the Commission’s (and the Court’s) ability to remedy Defendant’s violations of the CRA. That harm “cannot be compensated” and, therefore, is necessarily irreparable. *See Orion Tech. Res., LLC v. Los Alamos Nat. Sec., LLC*, 2012-NMCA-097, ¶ 31 (citation omitted).

³ *See N.M. Dep’t of Game and Fish v. U.S. Dep’t of the Interior*, 854 F.3d 1236, 1255 (10th Cir. 2017) (“Any time a State is enjoined by a court from effectuating statutes enacted by representatives of its people, it suffers a form of irreparable injury.” (quoting *Maryland v. King*, 567 U.S. 1301 (2012))); *Planned Parenthood of Greater Texas Surgical Health Servs v. Abbott*, 734 F.3d 406, 419 (5th Cir. 2013) (recognizing “the irreparable harm of denying the public interest in the enforcement of its laws.”); *cf. also Starbucks Corp. v. McKinney*, No. 23-367, 2024 WL 2964141, at *11 (U.S. June 13, 2024) (Jackson, J., concurring) (“In the context of the NLRA, permitting an alleged unfair labor practice to reach fruition and thereby render meaningless the Board’s remedial authority is irreparable harm.”) (quotation marks and citations omitted).

II. There is a substantial likelihood the Commission will prevail on the merits.

The Commission is substantially likely to succeed on the merits of its claim that Defendants violated the CRA by refusing to register as a political committee and to report their contributions and expenditures. A “political committee” is “an association that consists of two or more persons whose primary purpose is to make independent expenditures and that has received more than five thousand dollars (\$5,000) in contributions *or* made independent expenditures of more than five thousand dollars (\$5,000) in the election cycle.” NMSA 1978, § 1-19-26(U)(4) (2024) (emphasis added). Under the CRA, a political committee must appoint a treasurer, file a statement of organization with the secretary of state, pay a \$50 filing fee, and, during an election year, make several reports of all contributions received and expenditures made. *See* NMSA 1978, §§ 1-19-26.1 (2021), 1-19-29 (2019) & 1-19-31 (2019). Defendant TNMP is a political committee.

A. Defendant TNMP is an association consisting of two or more persons.

TNMP is a domestic nonprofit corporation with three directors: Defendant Apodaca, TNMP’s president; Ron Marquez, TNMP’s vice president; and Robert James Montoya, TNMP’s secretary. *See* Ex. 4, TNMP Inc., N.M. Sec’y of State, Corporations Div., at 2, (retrieved May 1, 2024). TNMP and its directors and officers are an association of two or more persons.

B. Defendant TNMP has received more than \$5,000 in contributions *or* made independent expenditures of more than \$5,000 in the current election cycle.

Defendant TNMP has received more than \$5,000 in contributions. On April 17, 2024, TNMP received a \$15,000 contribution from NM NAIOP PAC, which NM NAIOP PAC duly reported as an expenditure in its required filings. *See* Ex. 5, NM NAIOP PAC Second Primary Report, at 2, Office of the Secretary of State (May 13, 2024). Moreover, Defendant Apodaca has publicly stated that the New Mexico Project received “close to \$1 million” in contributions. *See* Ex. 6, New Mexico Politics with Joe Monahan (Apr. 24, 2024), <https://joemonahansnewmexico.blogspot.com/> (“Apodaca says the group has already raised ‘close to \$1 million,’ all from within the state.”); *see also* Ex. 3-B, Bob Clark Show, *The New*

Mexico Project, 96.3 KKOB, at 11:30 (May 1, 2024), <https://omny.fm/shows/the-bob-clark-podcast/the-new-mexico-project> (“Let me make this very clear: We’re raising money, we’ve done some good raising money, we’ve collected probably half of what we need to raise.”); *id.* at 13:08 (“All the money we’ve raised is from local industries, local New Mexicans, and local individuals from New Mexico. One hundred percent of the money we’ve raised is from New Mexicans, right, whether it is industries, businesses or individuals.”).

While NM NAIOP PAC’s report is conclusive of the monetary-threshold element for being a political committee, TNMP has also made independent expenditures of more than \$5,000 in the current election cycle. Under the CRA, an “independent expenditure” is

an expenditure that is . . . (3) made to pay for an advertisement that:

(a) expressly advocates the election or defeat of a clearly identified candidate or the passage or defeat of a clearly identified ballot question;

(b) is susceptible to no other reasonable interpretation than as an appeal to vote for or against a clearly identified candidate or ballot question; or

(c) refers to a clearly identified candidate or ballot question and is published and disseminated to the relevant electorate in New Mexico within thirty days before the primary election or sixty days before the general election at which the candidate or ballot question is on the ballot[.]

NMSA 1978, § 1-19-26(Q)(3) (2024). An “advertisement,” in turn, “means a communication referring to a candidate or ballot question that is published, disseminated, distributed or displayed to the public by print, broadcast, satellite, cable or electronic media, including recorded phone messages, or by printed materials, including mailers, handbills, signs and billboards” NMSA 1978, § 1-19-26(A) (2024). Considering TNMP’s website, radio advertisements, and Facebook advertisements, TNMP has made in excess of \$5,000 in independent expenditures supporting its preferred candidates.

To further its primary objective to “educate moderate Latino voters on the best candidates to vote for,” Defendants made expenditures to launch TNMP’s website.

<https://thenewmexicoproject.com/> The website mainly consists of a “Priority Candidates” page, in which TNMP “identified key state and county races as strategic priorities, where our influence can sway pivotal outcomes and shape the future political landscape of the state,” pointing to eight (8) candidates for election to House districts and seven (7) candidates for election to Senate districts.⁴

Next, TNMP has paid at least \$10,000 to Cumulus Media to place radio advertisements from April 22, 2024 to June 4, 2024 with KKOB-AM (2 spots), KRST-FM (84 spots), KOBQ-FM (84 spots), and KKOB-FM (85 spots).⁵ In the memo field of its check to Cumulus Media, TNMP’s own stated purpose of the payment was for “Radio Ad – Primary,” reinforcing the point that its expenditures were made for a “political purpose” and therefore were subject to reporting under the CRA.⁶ These radio advertisements urge New Mexico voters to “vote for the moderate candidate that will support our needs” and directs voters to “[v]isit thenewmexicoproject.com or on Facebook for candidates who share our values.” Ex. 3-C to 3-F, TNMP Radio Advertisements; *see also* Ex. 3-B, Bob Clark Show, *The New Mexico Project*, 96.3 KKOB, 21:04 (May 1, 2024), <https://omny.fm/shows/the-bob-clark-podcast/the-new-mexico-project> (“The radio commercial just ran. We’re telling people go to thenewmexicoproject.com, take a look at the candidates that we’re supporting.”).

In addition to its radio advertisements, as of June 11, 2024, the New Mexico Project has paid Meta at least \$4,142 for at least 37 Facebook advertisements supporting its “priority candidates.” *See* Ex. 7, “The New Mexico Project,” Meta Ad Library Excerpts, www.facebook.com/ads/library (retrieved June 18, 2024). The New Mexico Project’s Facebook advertisements started running on or about May 17, 2024 or May 18, 2024. *See id.* Depending

⁴ *See* Ex. 1 to Compl. (filed May 24, 2024), The New Mexico Project, Our Priority Candidates (House), <https://thenewmexicoproject.com/priorities> (retrieved May 10, 2024); Ex. 2 to Compl. (filed May 24, 2024), The New Mexico Project, Our Priority Candidates (Senate), <https://thenewmexicoproject.com/priorities> (retrieved May 10, 2024).

⁵ *See* Ex. 3 to Compl. (filed May 24, 2024), Licensing & Databases Public Inspection File for The New Mexico Project, at 2, 6-7, 11-12, 16-17, 20, Federal Communications Commission (retrieved May 9, 2024).

⁶ *Id.* at 20.

on the advertisement, the estimated audience size varies from 1,000 to 5,000 Facebook users to 10,000 to 50,000 Facebook users, and as of June 17, 2024, the ads' impressions (*i.e.*, the number of times the advertisement appeared on a screen) ranged from fewer than 1,000 to up to 30,000. *See id.*

Based on the above-described expenditures alone, the aggregate amount of Defendants' independent expenditures in the 2024 election cycle already exceeds \$5,000.

C. Defendant TNMP's primary purpose is to make independent expenditures.

Defendant Apodaca has indicated that TNMP's primary purpose is to make "independent expenditure[s]" in support of candidates for elected office. *See* Ex. 3-B, The Bob Clark Show, *The New Mexico Project*, 96.3 KKOB, at 20:10 (May 1, 2024), <https://omny.fm/shows/the-bob-clark-podcast/the-new-mexico-project> ("We're an educational *independent expenditure*. So we're going in and educating the voters on what we need to do to get out and vote and vote for the right candidates.") (emphasis added). His other public statements confirm the same. In an April 23, 2024 radio interview, for example, Defendant Apodaca described TNMP as "basically focused on getting the word out about candidates that are pro-business, moderate candidates, that are going to help us bring more doctors, and better healthcare here, that are going to bring more business, and be business friendly." Ex. 3-G, The TJ Trout Show, *The New Mexico Project*, 96.3 KKOB, at 04:58 (Apr. 23, 2024), <https://omny.fm/shows/tj-trout/new-mexico-project>. To that end, Defendant TNMP says it targets Latino and moderate communities and communicates with them via advertisements urging support for "pro-business, pro-moderate candidates."⁷

⁷ Ex. 3-G, The TJ Trout Show, *The New Mexico Project*, 96.3 KKOB, at 4:06 (Apr. 23, 2024), <https://omny.fm/shows/tj-trout/new-mexico-project>; *see also, e.g.*, Ex. 3-B, The Bob Clark Show, *The New Mexico Project*, 96.3 KKOB, at 7:20 (May 1, 2024), <https://omny.fm/shows/the-bob-clark-podcast/the-new-mexico-project> ("So really The New Mexico Project is to basically support pro-business, moderate candidates, and it's time to start fighting back against the progressive candidates that are out there."); Ex. 3-G, The TJ Trout Show, *The New Mexico Project*, 96.3 KKOB, at 05:50 (Apr. 23, 2024), <https://omny.fm/shows/tj-trout/new-mexico-project> ("We just go out and educate moderate Latino voters on the best candidates to vote for."); *see also* Ex. 3-B, The Bob Clark Show, *The New Mexico Project*, 96.3 KKOB, at 24:40 (May 1, 2024), <https://omny.fm/shows/the-bob-clark-podcast/the-new-mexico-project> (same); Ex. 8, Jeff Apodaca, Letter to the Editor, *New Mexico Project points toward state's moderate roots*, SANTA FE NEW MEXICAN, May 4, 2024 ("The New Mexico Project is actively informing New Mexicans that our Latino leaders and communities are under siege by out-of-state, ultra-liberal progressives more concerned with their political careers than with our community and state.").

TNMP’s website confirms that its primary purpose—and seemingly its only purpose—is to make independent expenditures. From the day it launched and continuing through June 17, 2024, TNMP’s website is comprised of *only* (i) a landing page; (ii) a “Priority Candidates” page; and (iii) a “Get Involved” page, directing visitors to a third-party donation form.⁸

D. Even if TNMP were not a political committee, it violated Section 1-19-27.3 by failing to disclose information regarding its independent expenditures.

Even if it were not a political committee, TNMP still violated its reporting obligations. The CRA is meant to be gapless and consequently requires “[a] person who makes an independent expenditure *not otherwise required to be reported*” to disclose information regarding the source of contributions used to make the independent expenditure. NMSA 1978, § 1-19-27.3(A) (2019) (emphasis added). Because TNMP made an independent expenditure that “by itself or aggregated with all independent expenditures made by the same person during the election cycle, exceeds one thousand dollars (\$1,000) in a nonstatewide election,” § 1-19-27.3(A)(1), the CRA required TNMP to report information about its independent expenditures, *see* NMSA 1978, § 1-19-27.3(B)-(C) (2019). TNMP failed to do so. *See* Ex. 2, Aff. of M. Vigil.

III. The harm to the Commission and the public outweighs any harm to Defendants.

The balance of the equities favors a preliminary injunction.⁹ Absent a preliminary injunction, the Commission and the public cannot effectuate the purposes of campaign finance disclosure law, such as the CRA: “providing the electorate with relevant information about the candidates and their supporters; deterring actual corruption and discouraging the use of money for improper purposes; and facilitating enforcement of the prohibitions in the [Campaign

⁸ Compare Ex. 1 to Compl. (filed May 24, 2024), The New Mexico Project, Our Priority Candidates (House), <https://thenewmexicoproject/priorities> (retrieved May 10, 2024), and Ex. 2 to Compl. (filed May 24, 2024), The New Mexico Project, Our Priority Candidates (Senate), <https://thenewmexicoproject/priorities> (retrieved May 10, 2024), with Ex. 9, The New Mexico Project, Our Priority Candidates, <https://thenewmexicoproject.com/priorities> (retrieved June 18, 2024).

⁹ When deciding a motion for preliminary relief, courts often consider the balance of harms in view of whether the movant is likely to succeed on the merits. *See, e.g., O Centro Espirita Beneficiente Uniao Do Vegetal v. Ashcroft*, 389 F.3d 973, 1002 (10th Cir. 2004) (Seymour J., concurring and dissenting in part) (“[T]he more likely a movant is to succeed on the merits, ‘the less the balance of irreparable harms need favor the [movant’s] position.’” (second alteration original) (quoting *Ty, Inc. v. Jones Group, Inc.*, 237 F.3d 891, 895 (7th Cir. 2001))).

Reporting] Act.” *McConnell v. Federal Election Comm’n*, 540 U.S. 93, 121 (2003); *see also Rio Grande Found. v. Oliver*, No. 1:19-cv-01174, 2020 WL 6063442, at *6 (D.N.M. Oct. 14, 2020) (recognizing “informational interest in disclosures of contributions designed to influence elections” and rejecting First Amendment challenge to the CRA). By contrast, no harm redounds to TNMP from the requested injunction. The Commission applies for an injunction requiring TNMP to do no more than what TNMP is already required to do under the law: register with the secretary of state as a political committee and file reports of its contributions and expenditures. Making lawful disclosures under the CRA is not a harm; nor does it offend TNMP’s First Amendment rights. *See Rio Grande Found.*, 2024 WL 1345532, at *9–*19 (upholding against a First Amendment challenge the CRA’s requirement for disclosures related to independent expenditures referring to clearly identifiable candidates shortly before an election). Accordingly, in the federal campaign finance arena, federal courts frequently award injunctive relief requiring the defendant to comply with the reporting, contribution, and expenditure requirements.¹⁰ The Court should do so here.

IV. The requested injunctive relief will serve the public interest.

The public has a strong interest in requiring political committees to disclose the source of funds used to influence an election, as well as the broad interest in enforcing the law. As the United States District Court for the District of New Mexico explained when upholding the CRA’s disclosure rules from constitutional challenge, the rules:

bring[] more transparency and inform[] the electorate of special interests seeking to influence candidate elections[,] . . . [and] help[] citizens evaluate who stands to gain and lose from the election or defeat of candidates or from proposed legislation. State and local

¹⁰ *See, e.g., Fed. Election Comm’n v. Comm. of 100 Democrats*, 844 F. Supp. 1 (D.D.C. 1993) (failure to comply with settlement agreement and possibility of future violations sufficient to justify injunction requiring registration); *Fed. Election Comm’n v. Kazran*, No. 3:10-cv-1155-J-37JRK, 2011 WL 13323115 (M.D. Fla. Aug. 29, 2011) (injunction prohibiting defendant from making contributions to candidates in the name of another person); *Fed. Election Comm’n v. Defend Louisiana PAC*, No. 21-CV-00346-BAJ-SDJ, 2022 WL 2911665 (M.D. La. July 22, 2022) (injunction requiring defendant to file reports of expenditures and correct previously-filed reports that did not contain sufficient information).

governments have passed disclosure requirements to try to limit the impact of “dark money” and the disproportionate effect that wealthy individuals or entities may have on an election. As the Supreme Court noted in a case in which it upheld a corporation’s right to spend money to publicize its views on a ballot question, “[i]dentification of the source of advertising may be required as a means of disclosure, so that people will be able to evaluate the arguments to which they are being subjected.”

Rio Grande Found., 2020 WL 6063442, at *4 (quoting *First Nat. Bank of Boston v. Bellotti*, 435 U.S. 765, 767-69, 792 n.32 (1978)); see also *Republican Party of N.M. v. Torrez*, 687 F. Supp. 3d 1095, 1150 (D.N.M. 2023) (“[T]he public has an interest in knowing who is speaking about a candidate shortly before an election.”) (quoting *Citizens United v. Fed. Elec. Comm’n*, 558 U.S. 310, 368 (2010)).

In this matter, the public interest in preliminary injunctive relief is especially pronounced because the current election cycle is underway. Voters are now deciding which candidate to support in the general election, yet Defendants have confirmed that they intend to continue to make independent expenditures while flouting the CRA’s disclosure rules. Absent a preliminary injunction, Defendant TNMP will continue to make substantial expenditures on its efforts to influence the vote through the general election while openly withholding from New Mexicans information about who is paying to influence their votes. This is an unacceptable affront to the CRA and to New Mexico’s democracy.

CONCLUSION

For the foregoing reasons, the Commission respectfully requests the Court to issue a preliminary injunction requiring Defendants to register TNMP as a political committee with the secretary of state and file all reports of contributions and expenditures required for the 2024 election cycle.

STATE ETHICS COMMISSION

By: /s/ Jeremy Farris
Jeremy Farris
Walker Boyd
800 Bradbury Dr. SE, Suite 215
Albuquerque, NM 87106
(505) 827-7800
jeremy.farris@sec.nm.gov
walker.boyd@sec.nm.gov

CERTIFICATE OF SERVICE

Pursuant to Rule 5 NMRA, I certify that I caused to be served upon each of the Defendants via First Class Mail, on June 24, 2024, a copy of the foregoing Plaintiff's Motion for Preliminary Injunction and Memorandum in Support and an enclosed compact disk containing the audio files in Exhibit 3 to the motion, at the following addresses:

To: Defendant TNMP, Inc. d/b/a The New Mexico Project
c/o Andrew G. Thornton, Registered Agent
The New Mexico Project
1213 San Pedro Dr. NE
Albuquerque, NM 87110

To: Defendant Jeff Apodaca
The New Mexico Project
8100 Wyoming Blvd NE, M4-307
Albuquerque, NM 87113

/s/ Jeremy Farris
State Ethics Commission



STATE ETHICS COMMISSION

Jeremy Farris, Executive Director
800 Bradbury Drive Southeast, Suite 215
Albuquerque, NM 87106
505.490.0951 | jeremy.farris@sec.nm.gov

Hon. William F. Lang (Chair)
Jeffrey L. Baker
Stuart M. Bluestone
Hon. Celia Castillo
Hon. Dr. Terry McMillan
Ronald Solimon
Dr. Judy Villanueva

Jeremy D. Farris, Executive Director

May 15, 2024

Via electronic mail only

Jeff Apodaca
The New Mexico Project
8100 Wyoming Blvd NE, M4-307
Albuquerque, NM 87113
Jeffapo@icloud.com
(310) 488 9115



Re: Letter regarding violations of the Campaign Reporting Act and offer of settlement

Dear Mr. Apodaca,

My name is Jeremy Farris. I am the director of the State Ethics Commission, an independent state agency established by Article V, Section 17(A) of the New Mexico Constitution with constitutional and statutory authority to enforce New Mexico's ethics and disclosure laws, including the Campaign Reporting Act, NMSA 1978, §§ 1-19-26 to -36 (1979, as amended through 2024). It has come to my attention that the domestic nonprofit corporation of which you are the President (or of which you are the alter ego), TNMP, Inc. d/b/a "The New Mexico Project," has not registered as a political committee. Nor has TNMP filed reports of its contributions and expenditures, which the Campaign Reporting Act requires for both political committees and persons making independent expenditures.

Based on expenditures that TNMP likely made for its website and the expenditures TNMP made to Cumulus Media to place radio ads from April 22, 2024 to June 4, 2024, TNMP has made aggregate independent expenditures in excess of \$1,000 dollars in a nonstatewide election. TNMP's independent expenditures require TNMP generally to disclose the persons to whom the independent expenditures were made and the source of contributions used to make the independent expenditures, including the name and address of each contributor and the amount of the contribution. *See* NMSA 1978, § 1-19-27.3(B)–(D) (2019). TNMP had a duty to report its expenditures and contributions on the New Mexico Campaign Finance System potentially by April 8, 2024, and by no later than May 13, 2024. *See* NMSA 1978, § 1-19-29(B)(1)–(2) (2019). On information and belief, TNMP did not do so, and its omission contravenes the Campaign Reporting Act.¹

¹ If TNMP not only has made independent expenditures in excess of \$5,000 but also its primary purpose is to make independent expenditures, then TNMP is a political committee and is subject to registration, filing-fee, and disclosure requirements under NMSA 1978, Section 1-19-26.1 (2021) and 1-19-31 (2019). If you or TNMP filed expenditure and contribution disclosure reports on the New Mexico Campaign Finance System on or before May 13, 2024, and those reports are simply not appearing on the system, please furnish copies in response to this letter

State Ethics Commission

To: Jeff Apodaca

May 15, 2024

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On May 1, 2024, you represented to Mr. Bob Clark that TNMP does not have to disclose its donors. This view is inaccurate. In 2019, the Legislature amended the Campaign Reporting Act to shine light on “dark money” in state elections, requiring persons that pay for advertisements or advocacy in support of candidates to be minimally transparent about who funds those advertisements and advocacy efforts. The 2019 amendments to the Campaign Reporting Act require groups that are advocating for or opposing an identified candidate to register and disclose their expenditures and the sources of contributions used to fund those expenditures. *See* Laws 2019, ch. 262, §§ 1-18; *see also* NMSA 1978, §§ 1-19-26.1 (requiring registration of political committees); 1-19-27.3 (requiring disclosures related to independent expenditures); & 1-19-31 (requiring disclosures of political committees *inter alia*).

The State Ethics Commission has filed lawsuits to enforce the Campaign Reporting Act. *See, e.g.,* Compl., *State Ethics Comm’n v. Working Families Org. d/b/a Unemployed Workers United*, D-506-CV-2022-00942 (Nov. 2, 2022, 5th Jud. Dist. Ct.); Compl., *State Ethics Comm’n v. Council for a Competitive N.M.*, D-202-2020-06718 (Dec. 11, 2020, 2d Jud. Dist. Ct.) I am prepared to request the Commission’s authorization to file a civil action against both TNMP and you. However, to avoid expensive and potentially bruising civil litigation, I offer the following proposed settlement agreement in lieu of further action:

In exchange for:

- (i) your signature below, which signifies an agreement to the foregoing;
- (ii) the filing on New Mexico Campaign Finance System, <https://login.cfis.sos.state.nm.us/#/index>, of reports of TNMP’s expenditures and contributions, as required by Section 1-19-27.3(B) through (D), with a copy to ethics.commission@sec.nm.gov, by no later than 9:00am on Monday, May 20, 2024; and
- (iii) the payment of \$1,000, corresponding to the civil penalty for one violation of the Campaign Reporting Act,

and upon a vote by the Commission to approve this proposed settlement agreement, the Commission will agree not to file a civil action seeking civil penalties, equitable relief, or other relief for the violations described in this agreement. The Commission will further agree that your violations were not knowing and willful, avoiding any potential criminal referral, and will state the same in any press release concerning this agreement. If approved by the Commission, this agreement also would be a public record under NMSA 1978, Section 10-16G-13(A) (2019). Again, at this point, the State Ethics Commission would have to approve this settlement

and any correspondence you might have had with the Office of the Secretary of State regarding those reports.

State Ethics Commission

To: Jeff Apodaca

May 15, 2024

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agreement in order for it to be effective. If you agree to these terms, I will recommend that it do so at its next scheduled meeting on Friday, May 24, 2024.

If, however, you do not agree to these terms, I will request the Commission's authorization to file a civil action against TNMP and you to enforce the Campaign Reporting Act's disclosure requirements and seek all available remedies under law.

Very truly yours,

/s/ Jeremy Farris
Jeremy Farris
Executive Director
State Ethics Commission

cc: William F. Lang, Chair, State Ethics Commission (via electronic mail).

I AGREE:

Jeff Apodaca



AFFIDAVIT OF MANDY VIGIL

STATE OF NEW MEXICO)

COUNTY OF SANTA FE)

I, Mandy Vigil, being duly sworn, state and declare as follows:

1. I have personal knowledge of the matters set forth below, am over the age of eighteen, and am otherwise competent to make this affidavit.
2. I currently serve as the Director of the Elections Division in the Office of the Secretary of State for the State of New Mexico.
3. In my position, I am thoroughly familiar with the Campaign Finance Information System (CFIS), which the Office of the Secretary of State implemented and utilizes to receive and maintain filings that reporting individuals and independent-expenditure makers submit pursuant to the Campaign Reporting Act, NMSA 1978, Sections 1-19-25 to -37 (1979, as amended through 2024).
4. The filings received by the Secretary of State’s CFIS system are made with information transmitted to the Secretary of State by someone with knowledge of the filings’ contents. Pursuant to NMSA 1978, Section 1-19-27(B) (2016), these filings are kept by the Secretary of State’s Office in the regular course of business, as required by law, and are otherwise public records, maintained on CFIS as required by Section 1-19-27(B).
5. As of the date of this affidavit, The New Mexico Project has not:
 - a. Filed a statement of organization as a political committee with the Office of the Secretary of State;
 - b. Informed the Office of the Secretary of State of its appointment of a treasurer;

- c. Paid a filing fee of fifty dollars (\$50.00);
- d. Filed with the Office of the Secretary of State any report of contributions received or expenditures made; or
- e. Filed with the Office of the Secretary of State any report of information regarding independent expenditures made by the New Mexico Project, including names and address of persons to whom any independent expenditure was made or the sources of contributions used to make independent expenditures.

6. As of the date of this affidavit, and separate and apart from the candidate committee Jeff Apodaca for NM, Jeff Apodaca, acting on his own behalf or on behalf of the New Mexico Project, has not:

- a. Filed a statement of organization as a political committee with the Office of the Secretary of State related to The New Mexico Project;
- b. Informed the Office of the Secretary of State of the New Mexico Project's appointment of a treasurer related to The New Mexico Project;
- c. Paid a filing fee of fifty dollars (\$50.00) related to The New Mexico Project;
- d. Filed with the Office of the Secretary of State any report of contributions received or expenditures made related to The New Mexico Project; or
- e. Filed with the Office of the Secretary of State any report of information regarding independent expenditures made by the New Mexico Project or by himself, including names and address of persons to whom any

independent expenditure was made or the sources of contributions used to make independent expenditures.

7. The above statements are true and correct to the best of my knowledge.

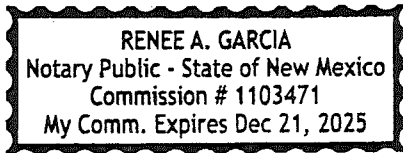
FURTHER AFFIANT SAYETH NAUGHT.

Date: 6/21/24

Signed: Mandy Vigil

Mandy Vigil
Director of Elections Division

Subscribed and sworn to me by Mandy Vigil on this 21st day of June, 2024.



Renee A Garcia
Signature of notarial officer

My commission expires: 12/21/25


[HOME](#)

Search Information

Search By Officer(s)/ Director(s)/ Registered Agent Information

[Home](#)

Entity Details

Business ID#: **7396171**Status: **Active**Entity Name: **TNMP, Inc.**Standing: **Good Standing**DBA Name: **Not Applicable**

Entity Type and State of Domicile

Entity Type: **Domestic Nonprofit Corporation**State of Incorporation: **New Mexico**Benefit Corporation: **No**Statute Law Code: **53-8-1 to 53-8-99**

Formation Dates

Date of Incorporation in NM: **09/13/2023**Date of Organization in NM: **Not Applicable**Date of Formation in State of Domicile: **Not Applicable**Date of Authority in NM: **Not Applicable**Date of Registration in NM: **Not Applicable**Management Type: **N/A**

Reporting Information

Report Due Date: **05/15/2025**Next Annual Meeting Date: **12/01/2024**

Suspension Expiration Date:

Period of Existence and Purpose and Character of Affairs

Period of Duration: **Perpetual**Business Purpose: **Promote social welfare**Benefit Purpose: **Not Applicable**Character Of Affairs: **Activities in accordance with the non-profit corporation act**

Outstanding Items

Reports:

No Pending Reports.

Registered Agent:

No Records Found.

License:

No Records Found.

Contact InformationMailing Address: **8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113**Principal Place of Business in New Mexico: **8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113**

Secondary Principal Place of Business in New Mexico:

Principal Office Outside of New Mexico: **Not Applicable**

Registered Office in State of Incorporation:

Principal Place of Business in Domestic State/ Country: **Not Applicable**Principal Office Location in NM: **Not Applicable****Registered Agent Information**Name: **Andrew G. Thornton**

Geographical Location Address:

Physical Address: **1213 San pedro dr. ne, Albuquerque, NM 87110**Mailing Address: **NONE**Date of Appointment: **09/13/2023**

Effective Date of Resignation:

Director Information

Title	Name	Address
Director	Jeff Apodaca	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113
Director	Robert James Montoya	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113
Director	Ron Marquez	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113

Officer Information

Title	Name	Address
President	Jeff Apodaca	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113
Secretary	Robert James Montoya	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113
Vice President	Ron Marquez	8100 Wyoming blvd. ne ste. M4-307, Albuquerque, NM 87113

Organizer Information

Not Applicable

Incorporator Information

Title	Name	Address
Incorporator	Andrew Thornton	1213 San pedro dr. ne, Albuquerque, NM 87110

Trustee Information

Not Applicable

Filing History



Filing Date	Filing Type	Fiscal Year End Date	Post Mark	Survivor/ Re-Domesticated Entity	Instrument Text	Processed Date	Filing #
09/13/2023	Business Formation	12/31/2024				10/13/2023	2393489

License History



Filing Date	Filing Number	License Start Date	License End Date
No records to view.			

[Back](#)
[Entity Name History](#)



OFFICE OF THE SECRETARY OF STATE
Bureau of Elections, Ethics Administration
325 Don Gaspar, Suite 300, Santa Fe, New Mexico 87501
Phone: (505) 827-3600 Toll-Free: (800) 477-3632
Fax: (505) 827-8403

Second Primary Report

FORM A

Political Committee's Name NM NAIOP PAC
Date Submitted: 5/13/2024 Date Due: 5/13/2024

1.	Political Committee Complete Name NM NAIOP PAC	Office Sought or Held
	Mailing Address PO Box 27156	City, State & Zip Code Albuquerque, NM 87107
	Phone # (505) 980-8892	Fax #
2.	Name of Principal Officer, if any	Phone #
	Mailing Address	City, State & Zip Code Fax #
3.	Full name of Treasurer David Leith	Phone # (505) 842-8290
	Mailing Address 6501 Americas Parkway NE, Suite 500	City, State & Zip Code Fax # Albuquerque, NM 87110
	Name & Street Address of Financial Institution Where bank account is maintained (Bank Account Located in New Mexico) Wells Fargo Bank. 200 Lomas #1, Albuquerque, NM 87102	

4.	FINANCIAL SUMMARY	Opening Balance
a.	OPENING BALANCE for reporting period ("0" if first report, or CLOSING BALANCE FROM LAST REPORT)	\$71,843.89
b.	Total Monetary Contributions this Reporting Period (Form B1 + Form B3)	\$750.00
c.	Total Expenditures this Reporting Period (Form C+ Form C1)	\$16,129.16
d.	Total Amount Raised from one or more Special Events Special Event Worksheet(s) attached Yes X No	\$0.00
e.	Closing Balance this Reporting Period (4a + 4b + 4d - 4c)	\$56,464.73
f.	Total Loans To the Committee this Reporting Period (Form A1)	\$0.00
g.	Total Unpaid Campaign Debt (Form A1)	\$0.00
h.	Total In-Kind Contributions this Reporting Period (Form B2)	\$0.00

Second Primary Report

Report of Expenditures and Contributions

**FORM C
EXPENDITURES**

Political Committee's Name NM NAIOP PAC
 Date Submitted: 5/13/2024 Date Due: 5/13/2024

DATE	NAME and ADDRESS of PAYEE	PURPOSE	Type	AMOUNT
4/2/2024	Intuit Online, Online Unknown, NM 12345 QBO monthly fee	Office expenses	Expenditure	\$64.58
4/17/2024	The New Mexico Project 8100 Wyoming Blvd. NE, M4-307 Albuquerque, NM 87122 contribution to PAC	Contribution (explain nonmonetary)*	Expenditure	\$15,000.00
4/24/2024	Committee to Elect William J Walker for County Commissioner District 2 3936 Clinton Blvd SW ALBUQUERQUE, NM 87105 campaign contribution	Contribution (explain nonmonetary)*	Expenditure	\$1,000.00
5/2/2024	Intuit Online, Online Unknown, NM 12345 QBO monthly fee	Office expenses	Expenditure	\$64.58
TOTAL				\$16,129.16

Republicans, moderates, liberal and right wingers! During elections you hear the terms progressive, moderates, right wingers but once they get to the legislature they all take care themselves!

EXHIBIT

6

A CHANGING DISTRICT



Rep. Rehm

Michael Corwin writes of the GOP House District 31 June 4 primary in ABQ's far NE Heights. Rep. Bill Rehm is retiring and three Republicans are running in the GOP primary in what is the only House District in ABQ that has a GOP state rep:

Hey Joe, In 2004, when I ran in that district as a Democrat in a spirited campaign against my now friend and then-Republican Greg Payne, the Democratic voting performance was only 31%. I still managed to garner 42% of the vote. And I did that despite Greg out raising and outspending me 5-1. The demographics have changed significantly since I ran. The registered Dems have closed the gap quite a bit with the GOP and the independent numbers have exploded. Democrats can win that district. But they have to put in the hard work of door to door canvassing. My campaign focused on GOP crossover votes and meeting them in person helped me to get a fair amount of them. I didn't run again after 2004, but no Democratic candidate for the district since then ever knocked on my, or my neighbors' doors. I would urge the Democrats to not just run someone, but run to win, Get the candidate the resources necessary to make the contacts with the voters.

In that GOP primary the candidates are Nicole Chavez, Sarah Jane Allen and Patrick Husted. The lone Democrat running in the primary is Vicky Estrada-Bustillo.

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(c)NM POLITICS WITH JOE MONAHAN 2024

Posted by: [Joe Monahan](#) / Thursday, April 25, 2024

Wednesday, April 24, 2024

New Anti-Progressive Group Goes On Warpath; Claims An "Attack On Latinos And Our Culture"; The New Mexico Project Fields A Slate Of Primary Candidates And Says Its Raised "Close To" \$1 Million

An advocacy group called [The New Mexico Project](#) is unleashing vigorous attacks against the state's progressive Democrats and advocating for a field of conservative candidates in the June 4 primary.

Their message is that the dominant progressives have failed to improve the state despite having the reins of power in Santa Fe and elsewhere and in the process have sidelined Hispanic voices.



Jeff Apodaca

The group is the brainchild of businessman Jeff Apodaca, son of former Gov. Jerry Apodaca who served one term ('75-'79).

Jeff Apodaca, a moderate Democrat like his father, unsuccessfully sought the 2018 Dem gubernatorial nomination.

In an interview he unloaded the frustration that conservative and moderate Dem Hispanics (or Latinos) have expressed among themselves. However, Apodaca says his group is nonpartisan and represents not only Hispanic Dems but also frustrated Republicans and independents:

Progressives have been attacking Latinos and electing candidates in the last three elections that do not reflect our communities. I give them credit for getting their vote out but their policies have caused more crime, fewer job opportunities and a failure to deliver on healthcare. They are attacking our Latino candidacies, culture and legacy and it's time for us to respond by getting our vote out not just in presidential elections but all elections.

The NM Project is organized as a federal [501\(c\)\(4\)](#) which limits how much political activity they can conduct but the regulations for that have been interpreted [loosely](#).

Apodaca says the group has already raised "close to \$1 million," all from within the state. That can't be fact-checked because money flowing to the group is not required to be reported to the state or FEC as is the case for the many dark money progressive groups operating here.

Says Apodaca:

The vast majority of the progressive money attacking our Latino candidates is coming from out of state and it appears the various groups--including Better Future for NM) run by consultant Amanda Cooper--will raise \$2 million or more for the primary.

ON THE AIR



The NM Project is already up with 60 second radio ads narrated by Apodaca. A sample:

Our political landscape in New Mexico has been increasingly divided by the far-left progressives and the ultra-right pulling us in opposing directions. But there's a powerful force waiting to be unleashed--the moderate Latino voter. We are the majority. We make up 53 percent of the voters when we vote. Whether you identify yourself as moderate Democrat, Republican or independent, it's a must we come together to support candidates that reflect our shared values--like pro-healthcare, business, education and public safety.

The ultra-liberal progressive agenda pushed by outsiders has neglected the needs of the Latino community. The far-right rhetoric has brought further division, threatening our heritage. But we, the Latino voter, have the power to shape the future of our state by voting in the upcoming primaries. We can elect leaders in New Mexico who will bridge the political divide.

Apodaca says recent polling reveals that healthcare--and specifically the lack of doctors--is the top issue among Hispanic voters with

crime, job opportunities and education next.

He says the Project's legislative agenda includes increased Medicaid payments for doctors, a revamp of the gross receipts tax to aid small business and support of a pre-trial detention bill that has stalled out in Santa Fe and that he says would cut crime

He adds that the group is also supportive of the oil and gas industry, noting that "forty-four percent of the workers in that industry are Latino."

THE SLATE

NM House

Democrat Primary

- HD9 - Patricia Lundstrom*
- HD16 - Marsella Duarte***
- HD27 - Marian Matthews**
- HD53 - Willy Madrid*
- HD69 - Harry Garcia*
- HD70 - Ambrose Castellano*

Republican Primary

- HD31 - Nicole Chavez**
- HD57 - Catherine Cullen**
- HD59 - Jared Hembree*

BernCo Commission

- District 2
- District 3

NM Senate

Democrat Primary

- SD4 - George Munoz*
- SD8 - Pete Campos*
- SD9 - Heather Balas**
- SD13 - Bill O'Neil**
- SD15 - Daniel Ivey-Soto*
- SD26 - Antonio Maestas*
- SD30 - Clemente Sanchez**

Republican Primary

- SD21 - Nicole Toblissen**

What are your priority races?

* Incumbent ** Open Seat *** Challenger

Posted is the slate of candidates that the Project will be working to advance in the June 4 primary. (Click to enlarge).

They include Dem Sen. Daniel

Ivey-Soto who is locked in a heated battle with progressive Heather Berghmans in ABQ and Rep. Ambrose Castellano from the Las Vegas area who is being challenged by progressive Anita Gonzales. Rep. Patty Lundstrom, the de facto leader of the House conservatives, is also getting aid from the group for her primary challenge.

Apodaca sees local elections as the key to reversing progressive dominance by having an influx of moderate Latino voters. He singled out Santa Fe Mayor Alan Webber because, he says, Webber has been attentive to the needs of the Anglo, wealthy and progressive Eastside but not the city's Hispanic majority.

Apodaca says MLG and the Legislature have given the cities plenty of money to figure out the crime problem but progressive policies have thwarted any success,

There are mayoral elections in Santa Fe and ABQ next year. Webber is term limited but ABQ Mayor Keller is running for a third term. Apdoaca says his group hopes to be involved in both elections.

Progressives rose to the peak of their power following the 2020 primary elections where they ousted several longtime conservative Democratic senators including John Arthur Smith. Since then the Senate has drifted more liberal but nothing like the House where progressives took a commanding lead.

The defeat of a family medical leave bill in the House his past session gave rise to conservative Dem hopes that the progressive era has peaked and there will be a swing back toward the middle.

The NM Project has the money and the message to push such a change. Whether the voters are ready is the question.

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Last day

Last 7 days

Last 30 days

Last 90 days

All dates



Spending by advertiser

Mar 18 - Jun 15, 2024

See spending totals by specific Facebook Pages and disclaimers for the selected date range. You can sort the results.

The New Mexico Project

Page name	Disclaimer	Amount spent	Number of ads in Library
The New Mexico Project	The New Mexico Project	\$4,142	37

Spending by location

Mar 18 - Jun 15, 2024

United Sta...

Issues, elections or politics

The New Mexico Project

Saved searches



The New Mexico Project

[Ads](#) About Audience

~37 results

These results include ads about social issues, elections or politics.

Keyword

Filters

Sort by

Save search

Export CSV

Subscribe to summary

Launched June 2024

<p>Library ID: 465070999405502 Inactive Jun 3, 2024 - Jun 4, 2024 Platforms Categories 2 ads use this creative and text</p> <p>See summary details</p>	<p>Library ID: 488054760376152 Inactive Jun 3, 2024 - Jun 4, 2024 Platforms Categories 2 ads use this creative and text</p> <p>See summary details</p>	<p>Library ID: 473649088515551 Inactive Jun 3, 2024 - Jun 5, 2024 Platforms Categories 2 ads use this creative and text</p> <p>See summary details</p>	<p>Library ID: 482708477660266 Inactive Jun 3, 2024 - Jun 4, 2024 Platforms Categories 2 ads use this creative and text</p> <p>See summary details</p>
<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p> <p>Re-elect Bill O'Neill to Senate District 13 on June 4th. He's working for a safer, fairer, and more prosperous New Mexico through criminal justice and voter rights reform!</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p> <p>Re-elect Bill O'Neill to Senate District 13 on June 4th to continue fighting for criminal justice reform, voting rights, and consumer protections.</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p> <p>Vote Clemente Sanchez for Senate District 30 on June 4th! His experience and commitment to healthcare, education, and veterans will make a positive impact.</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p> <p>Clemente Sanchez is focused on bringing resources and growth to Senate District 30. Vote for him on June 4th to secure better healthcare, education, and veteran support!</p>

Launched May 2024

<p>Library ID: 1786386915186314 Inactive May 18, 2024 - Jun 5, 2024 Platforms Categories Estimated audience size: 1K - 5K Amount spent (USD): \$100 - \$199 Impressions: 10K - 15K</p> <p>See ad details</p>	<p>Library ID: 983879839455836 Inactive May 18, 2024 - Jun 4, 2024 Platforms Categories Estimated audience size: 1K - 5K Amount spent (USD): <\$100 Impressions: 9K - 10K</p> <p>See ad details</p>	<p>Library ID: 461850833044733 Inactive May 18, 2024 - Jun 4, 2024 Platforms Categories Estimated audience size: 1K - 5K Amount spent (USD): <\$100 Impressions: 2K - 3K</p> <p>See ad details</p>	<p>Library ID: 776669371268009 Inactive May 18, 2024 - Jun 5, 2024 Platforms Categories Estimated audience size: 1K - 5K Amount spent (USD): \$300 - \$399 Impressions: 10K - 15K</p> <p>See ad details</p>	<p>Library ID: 969922634637655 Inactive May 18, 2024 - Jun 4, 2024 Platforms Categories Estimated audience size: 1K - 5K Amount spent (USD): \$100 - \$199 Impressions: 8K - 9K</p> <p>See ad details</p>
<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p>	<p> The New Mexico Project Sponsored • Paid for by The New Mexico Project</p>

Pete Campos has always put Senate District 8 first. Vote to keep him working for education funding, rural healthcare, and infrastructure growth.



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Vote on June 4th to re-elect Pete Campos for Senate District 8. He's dedicated to quality education, economic growth, and rural healthcare access.



THEWNEWMEXICOPROJECT.COM
Re-Elect Pete Campos

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Ambrose Castellano's leadership in House District 70 is vital for our community. Vote on June 4th to keep him working for education, business, and veterans!



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Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

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June 4th is election day! Re-elect Ambrose Castellano to House District 70 for stronger education, job opportunities, and veteran support.



THEWNEWMEXICOPROJECT.COM
Re-Elect Ambrose Castellano

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

June 4th is election day! Re-elect Ambrose Castellano to House District 70 for stronger education, job opportunities, and veteran support.



THEWNEWMEXICOPROJECT.COM
Re-Elect Ambrose Castellano

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

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Library ID: 1027636742405073

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: 10K - 50K

Amount spent (USD): \$100 - \$199

Impressions: 10K - 15K

[See ad details](#)



The New Mexico Project

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June 4th is election day! Vote for Daniel Ivey-Soto in Senate District 15 to keep strengthening healthcare, public safety, and economic development



THEWNEWMEXICOPROJECT.COM
Re-Elect Daniel Ivey-Soto

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 949736983465081

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: 10K - 50K

Amount spent (USD): \$200 - \$299

Impressions: 20K - 25K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Vote on June 4th for Daniel Ivey-Soto to continue his proven leadership in Senate District 15 for public safety, healthcare, and economic growth!



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 3380448248916614

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: 1K - 5K

Amount spent (USD): <\$100

Impressions: 4K - 5K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Elect Nicole Tobiasen to Senate District 21 for business growth, healthcare reform, and crime prevention.



THEWNEWMEXICOPROJECT.COM
Elect Nicole Tobiasen

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 1445196389444378

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: 1K - 5K

Amount spent (USD): \$100 - \$199

Impressions: 10K - 15K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Nicole Tobiasen is ready to lead Senate District 21 with innovative solutions. Vote for her on June 4th to prioritize business growth, healthcare, and security!



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

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Library ID: 845468074088786

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: 5K - 10K

Amount spent (USD): \$200 - \$299

Impressions: 20K - 25K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Vote Antonio Maestas for Senate District 26 on June 4th to keep his leadership in education funding, economic development, and safety for the west side.



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 966217998143792

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: 5K - 10K

Amount spent (USD): \$100 - \$199

Impressions: 10K - 15K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Elect Antonio Maestas to Senate District 26 on June 4th. His vision for a thriving west side includes strong education, economic development, and public safety.

Library ID: 1860515581061325

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: 1K - 5K

Amount spent (USD): <\$100

Impressions: 4K - 5K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Re-elect Jared Hembree in House District 59 to keep protecting jobs, promoting safer communities, and defending our rights.

Library ID: 1100591501198577

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: 1K - 5K

Amount spent (USD): <\$100

Impressions: 10K - 15K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Jared Hembree has a clear vision for House District 59. Vote on June 4th to keep him working for secure jobs, safe neighborhoods, and personal freedoms!

Library ID: 1107048913918368

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: 10K - 50K

Amount spent (USD): <\$100

Impressions: 4K - 5K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Vote for John D'Antonio in House District 57 for continued progress in education, public safety, and economic development.

Library ID: 3515290201948175

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: 10K - 50K

Amount spent (USD): <\$100

Impressions: 10K - 15K

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

John D'Antonio is dedicated to making House District 57 a better place for everyone. Vote on June 4th to support his vision for a safer, more prosperous district!



THEWNEWMEXICOPROJECT.COM
Re-Elect Antonio Maestas

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)



THEWNEWMEXICOPROJECT.COM
Keep Jared Hembree

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

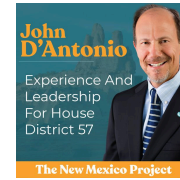
[Learn more](#)



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

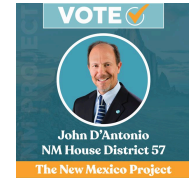
[Learn more](#)



THEWNEWMEXICOPROJECT.COM
Elect John D'Antonio

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 1371230150229686

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: **1K - 5K**

Amount spent (USD): **<\$100**

Impressions: **10K - 15K**

[See ad details](#)

Library ID: 662427142740186

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **1K - 5K**

Amount spent (USD): **\$100 - \$199**

Impressions: **15K - 20K**

[See ad details](#)

Library ID: 3426761210948746

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **5K - 10K**

Amount spent (USD): **<\$100**

Impressions: **15K - 20K**

[See ad details](#)

Library ID: 355947997504460

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **5K - 10K**

Amount spent (USD): **<\$100**

Impressions: **7K - 8K**

[See ad details](#)

Library ID: 1493000584957043

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **10K - 50K**

Amount spent (USD): **\$100 - \$199**

Impressions: **10K - 15K**

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Let's re-elect Patty Lundstrom, a proven leader with an unwavering commitment to improving roads, schools, and healthcare for House District 9.



THEWNEWMEXICOPROJECT.COM
Re-Elect Patty Lundstrom

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Early voting is happening now! Patty Lundstrom has spent over two decades fighting for better infrastructure, education, and healthcare in House District 9. Vote to keep her leadership working for our community!



THEWNEWMEXICOPROJECT.COM
Vote for Patty Lundstrom

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Re-elect Willy Madrid for House District 53 to keep building stronger foundations in Chaparral with better schools, family support, and improved infrastructure.



THEWNEWMEXICOPROJECT.COM
Re-Elect Willy Madrid

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Willy Madrid is a true champion for Chaparral. Vote on June 4th to keep him working for stronger schools, better infrastructure, and thriving families in House District 53!



THEWNEWMEXICOPROJECT.COM
Election Day is June 4th.

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

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The New Mexico Project

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June 4th is election day! Vote for Marsella Duarte, a fresh voice committed to education reform, economic growth, and better healthcare in House District 16



THEWNEWMEXICOPROJECT.COM
Elect Marsella Duarte

Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

Library ID: 965908868157036

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: **10K - 50K**

Amount spent (USD): **\$200 - \$299**

Impressions: **25K - 30K**

[See ad details](#)

Library ID: 771806918422911

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **1K - 5K**

Amount spent (USD): **\$200 - \$299**

Impressions: **10K - 15K**

[See ad details](#)

Library ID: 1611180856089341

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: **1K - 5K**

Amount spent (USD): **\$100 - \$199**

Impressions: **7K - 8K**

[See ad details](#)

Library ID: 3812970115628495

Inactive

May 17, 2024 - Jun 5, 2024

Platforms

Categories

Estimated audience size: **5K - 10K**

Amount spent (USD): **<\$100**

Impressions: **10K - 15K**

[See ad details](#)

Library ID: 420332577636461

Inactive

May 17, 2024 - Jun 4, 2024

Platforms

Categories

Estimated audience size: **5K - 10K**

Amount spent (USD): **<\$100**

Impressions: **1K - 2K**

[See ad details](#)



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Marsella Duarte is ready to bring fresh energy to House District 16. Vote on June 4th for a new leader who'll work hard to improve schools, create jobs, and expand healthcare access.



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Vote for Nicole Chavez, a proven advocate who will fight for safer communities and improved education in House District 31.



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Nicole Chavez is a leader for safer streets, better education, and stronger families. Vote for her on June 4th to bring new energy to House District 31!



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

June 4th is election day! Re-elect Harry Garcia to House District 69 for veteran support, statewide education reform, and a balanced budget.



The New Mexico Project

Sponsored • Paid for by The New Mexico Project

Harry Garcia has proven leadership in House District 69. Vote on June 4th to keep him championing comprehensive education reform, balanced budgets, and veteran support!

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Re-Elect Harry Garcia
 Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

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Election Day is June 4th.
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[Learn more](#)

Library ID: 7257472057698239
 Inactive
 May 17, 2024 - Jun 5, 2024
 Platforms
 Categories
 Estimated audience size: **1K - 5K**
 Amount spent (USD): **\$100 - \$199**
 Impressions: **10K - 15K**

[See ad details](#)

Library ID: 759786573029703
 Inactive
 May 17, 2024 - Jun 4, 2024
 Platforms
 Categories
 Estimated audience size: **1K - 5K**
 Amount spent (USD): **\$200 - \$299**
 Impressions: **15K - 20K**

[See ad details](#)

Library ID: 360761373647613
 Inactive
 May 17, 2024 - Jun 4, 2024
 Platforms
 Categories
 Estimated audience size: **1K - 5K**
 Amount spent (USD): **<\$100**
 Impressions: **6K - 7K**

[See ad details](#)

Library ID: 1097420048010442
 Inactive
 May 17, 2024 - Jun 5, 2024
 Platforms
 Categories
 Estimated audience size: **1K - 5K**
 Amount spent (USD): **\$100 - \$199**
 Impressions: **9K - 10K**

[See ad details](#)

THENEWMEXICOPROJECT.COM
Re-Elect George Munoz
 Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

THENEWMEXICOPROJECT.COM
Election Day is June 4th.
 Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

THENEWMEXICOPROJECT.COM
Re-Elect Marian Matthews
 Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

[Learn more](#)

THENEWMEXICOPROJECT.COM
Election Day is June 4th.
 Bridging the Gaps, Uniting the Diversity At the New Mexico Project, we are driven by the belief that a vibrant and...

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System status



https://www.santafenewmexican.com/opinion/my_view/new-mexico-project-points-toward-states-moderate-roots/article_e27d64d4-0967-11ef-8b34-fb170f77ef91.html

MY VIEW JEFF APODACA

New Mexico Project points toward state's moderate roots

By Jeff Apodaca

May 4, 2024

Your recent article (“Failed candidate hopes to influence primaries,” Ringside Seat, May 1) launched a significant attack against me and the New Mexico Project, primarily focusing on my 2018 gubernatorial campaign. During that campaign, my platform was dedicated to enhancing the New Mexico economy, increasing wages and fostering state prosperity. Rehashing these past policies now overlooks the critical importance of the upcoming primary elections — an event our Latino community is particularly tuned into.

It comes as no surprise that Editor Phill Casaus, alongside columnist Milan Simonich, crafted a hit piece. This is a familiar tactic from Simonich and *The New Mexican* when facing any opposition to your political movement — a tactic that distorts the truth. How does this align with traditional New Mexican values?

As a 15th-generation native New Mexican, I possess a deep understanding of Santa Fe, Northern New Mexico and the heart of its true residents — something Simonich and the *The New Mexican* will never grasp.

The anxiety your article conveys suggests I’ve resonated with the very liberal progressive wing of the Democratic Party that you endorse. Why is it inflammatory for me to alert our Latino community that they are being targeted by the progressive leadership in Santa Fe and within our own Democratic Party? Rather than attempting to collaborate with us, you have chosen to attack our beliefs, work ethic and cultural values. It’s evident they do not regard us as suitable leaders for our state.

The New Mexico Project is actively informing New Mexicans that our Latino leaders and communities are under siege by out-of-state, ultra-liberal progressives more concerned with their political careers than with our community and state.

Simonich is completely off-base in his portrayal of my 2018 platform and my role with the State Investment Council. It appears neither he nor your editors grasp our state constitution. The SIC, led by the governor, has complete authority over the investment of our \$34 billion funds. Alarming, 99.98% of these funds are invested outside New Mexico, providing no benefit to our local businesses, industries or communities.

I'm particularly concerned by your editorial choices, especially since your team did not reach out for my side of the story, despite my attempts to return a call.

It is shocking that your publication continues to support state and Santa Fe progressive leaders who have funneled millions into our elections. Since 2018, we have estimated progressive leadership has raised over \$6 million through four 501(c)(4) organizations, with 83% of these funds coming from cities like San Francisco, New York and Washington, D.C. These funds have been used primarily to challenge Latino candidates who represent New Mexico's values, with 87% of such actions targeting our community. Why not fact-check these figures and report on them? Your newspaper's financial interests seem to align with these out-of-state contributions.

If progressive policies truly benefited our Latino communities or all New Mexicans, we would be supportive. Yet, after 20 years, these policies have done little but neglect our community. New Mexico remains one of the lowest-ranked states in health care. Education and crime rates are also areas where we lag significantly, not to mention our struggles with job creation.

The New Mexico Project is committed to steering our state back to its moderate roots. New Mexico values resilience, hard work and self-reliance — values that have been historically promoted by a diverse Democratic Party that uplifted Latino leadership and our cultural heritage. Today, however, these values are being systematically erased by ultra-liberal progressives, fracturing our community.

We recognize our own community's disengagement from voting in primaries and local elections has allowed this shift, and the New Mexico Project aims to reverse this trend.

Your newspaper may dismiss my ideas as "silly," but what then of the current policies that fail our people? New Mexico deserves leadership that honors our values and prioritizes prosperity over national identity politics.

Your portrayal of me as a "silly, unknowing" individual may be penned by a liberal outsider, but I wear that as a badge of honor for my state. I remain a proud Latino, family man, sportsman, businessman and above all, a native New Mexican.

From the Statehouse to the County Seat: The New Mexico Project's Strategic Priorities



The New Mexico Project has identified key state and county races as strategic priorities, where our influence can sway pivotal outcomes and shape the future political landscape of the state. By focusing our efforts on these critical battlegrounds, we aim to empower the moderate Latino electorate and ensure their voices are heard at every level of governance.

INSIGHTS

Winning Where It Counts: Focusing on Pivotal Elections

NM House NM Senate

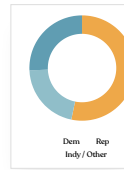
PROTECT

House District 9 Patty Lundstrom

Location
McKinley

Registered Voters
16,318

REGISTRATION



PATTY LUNDSTROM

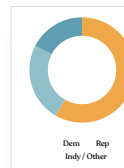
FLIP

House District 16 Marsella Duarte

Location
Bernalillo

Registered Voters
19,889

REGISTRATION



MARSELLA DUARTE

PROTECT

House District 27 Marian Matthews

Location
Bernalillo

Registered Voters
22,820

REGISTRATION



MARIAN MATTHEWS

PROTECT

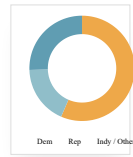
House District 53

Willie Madrid

Location
Dona Ana, Otero

Registered Voters
16,666

REGISTRATION



WILLIE MADRID

OPEN SEAT

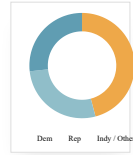
House District 57

John D'Antonio

Location
Sandoval

Registered Voters
22,155

REGISTRATION



JOHN D'ANTONIO

PROTECT

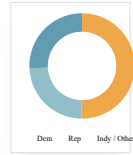
House District 59

Jared Hembree

Location
Chaves

Registered Voters
17,802

REGISTRATION



JARED HEMBREE

PROTECT

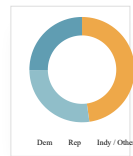
House District 69

Harry Garcia

Location
Bernalillo, Cibola, McKinley, San Juan, Socorro, Valencia

Registered Voters
16,666

REGISTRATION



HARRY GARCIA

PROTECT

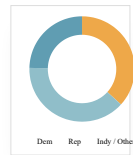
House District 70

Ambrose Castellano

Location
San Miguel, Torrance

Registered Voters
19,869

REGISTRATION



AMBROSE CASTELLANO



Together, we can shape the future of our state - but we need your support.

From the Statehouse to the County Seat: The New Mexico Project's Strategic Priorities

The New Mexico Project has identified key state and county races as strategic priorities, where our influence can sway pivotal outcomes and shape the future political landscape of the state. By focusing our efforts on these critical battlegrounds, we aim to empower the moderate Latino electorate and ensure their voices are heard at every level of governance.

INSIGHTS

Winning Where It Counts: Focusing on Pivotal Elections

NM House

NM Senate

PROTECT

Senate District 4

George Munoz

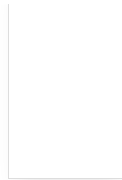
Location

Cibola, McKinley & San Juan

Registered Voters

30,159

REGISTRATION



GEORGE MUNOZ

PROTECT

Senate District 8

Pete Campos

Location

Coffax, Guadalupe, Harding, Mora, Quay, San Miguel & Taos

Registered Voters

34,796

REGISTRATION



PETE CAMPOS

PROTECT

Senate District 13

Bill O'Neill

Location

Bernalillo

Registered Voters

30,163

REGISTRATION



BILL O'NEILL

PROTECT

Senate District 15 Daniel Ivey-Soto

Location
Bernalillo

Registered Voters
31,188

REGISTRATION



DANIEL IVEY-SOTO

PROTECT

Senate District 21 Nicole Tobiassen

Location
Bernalillo

Registered Voters
39,617

REGISTRATION



NICOLE TOBIASSEN

PROTECT

Senate District 26 Antonio "Moe" Maestas

Location
Bernalillo

Registered Voters
29,966

REGISTRATION



ANTONIO "MOE"
MAESTAS

OPEN SEAT

Senate District 30 Clemente Sanchez

Location
Cibola, McKinley, Socorro & Valencia

Registered Voters
26,719

REGISTRATION



CLEMENTE SANCHEZ



Together, we can shape the future
of our state - but we need your
support.