



STATE ETHICS COMMISSION

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PRESS RELEASE

State Ethics Commission Announces Settlement Agreement with New Mexico Safety Over Profit

Albuquerque, NM, August 11, 2025 – The New Mexico State Ethics Commission has reached a settlement agreement with New Mexico Safety Over Profit (NMSOP), resolving allegations that NMSOP failed to comply with provisions of the Lobbyist Regulation Act during its 2024 advertising campaign opposing medical malpractice reform.

Section 2-11-6(I) of the Lobbyist Regulation Act mandates that organizations conducting advertising campaigns for the purpose of lobbying register with the Secretary of State and disclose campaign-related expenditures and contributions.

On June 10, 2025, the Commission initiated a civil enforcement action in the Second Judicial District Court, alleging that NMSOP violated Section 2-11-6(I) of the Lobbyist Regulation Act by failing to register and report any financial information related to its 2024 advertising campaign. NMSOP's 2024 advertising campaign included full-page newspaper ads and a months-long series of targeted digital advertisements on Facebook and Instagram.

To resolve the matter without further litigation, the parties have entered into a formal settlement agreement. The key terms of the agreement, all of which NMSOP has completed, are as follows:

- NMSOP provided the Commission, in an electronic spreadsheet, a full disclosure of all contributions and pledges to contribute made to NMSOP and Fairness for New Mexico Patients between April 1, 2024 and June 24, 2025.

- NMSOP disclosed all expenditures and commitments to expend made from April 1, 2024 to January 1, 2025, for issue education campaigns related to medical malpractice reform and advertising campaigns for the purpose of lobbying against medical malpractice reform—including payments made to Meta, J&Z Strategies, and various news outlets.
- NMSOP made a \$5,000 payment to the State of New Mexico.
- NMSOP filed with the Secretary of State the appropriate forms to register and report its 2024 advertising campaign.
- Upon request, NMSOP voluntarily disclosed to the Commission a complete list of contributors to NMSOP (previously named Fairness for New Mexico Patients), exceeding the disclosure obligations of the settlement agreement.

“This settlement is a significant outcome, not only for the State Ethics Commission, but for every New Mexican whose trust in the legislative process depends on transparency and fairness,” said Amelia Bierle, Deputy Director of the State Ethics Commission. “NMSOP’s decision to settle rather than test its claims in court reflects the strength of the Commission’s position. The people of New Mexico have a right to know who is trying to shape public policy in our state, and this case demonstrates the Lobbyist Regulation Act working as intended—requiring organizations that conduct lobbying-related advertising campaigns to register and disclose their spending and funding sources.”

Read the full settlement agreement and supporting disclosure documents here:

- (1) [Settlement agreement between and among the New Mexico State Ethics Commission and New Mexico Safety Over Profit.](#)
- (2) [Disclosure of contributions and pledges.](#)
- (3) [Disclosure of expenditures and commitments.](#)
- (4) [Complete list of contributors to NMSOP.](#)

About the State Ethics Commission

The State Ethics Commission is an independent, constitutional state agency with the authority to enforce civil violations of New Mexico’s governmental ethics and disclosure statutes, including the Lobbyist Regulation Act. The Commission is comprised of three Democratic Commissioners, three Republican Commissioners, and one independent Commissioner who is registered as “decline to state.”

For more information about the State Ethics Commission, please visit sec.nm.gov.