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STATE ETHICS COMMISSION

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PRESS RELEASE

Oracle registers and discloses \$3.44 million Project Jupiter lobbying advertising campaign

Albuquerque, NM, September 16, 2026 – Following a State Ethics Commission investigation of an advertising campaign for Project Jupiter and request for voluntary compliance, Oracle America, Inc. has come into compliance with Section 2-11-6(I) of New Mexico’s Lobbyist Regulation Act by registering its advertising campaign for the purpose of lobbying and disclosing the expenditures for that campaign.

The Commission collected evidence tending to show that Oracle conducted a multi-faceted advertising campaign for the purpose of attempting to influence officials at the New Mexico Environment Department (“NMED”) to approve Yucca Growth Infrastructure’s air quality permit application, which is necessary for Project Jupiter to proceed.

Yucca Growth Infrastructure submitted air quality permit applications to the NMED as part of the permitting process for Project Jupiter. Throughout the permitting process, Oracle has conducted an advertising campaign that has included:

- A website, www.projectjupitertogether.com, paid for by Oracle, which includes a fillable form, allowing visitors to submit supportive public comments to the NMED;

- television and radio advertisements on New Mexico broadcast channels directing viewers and listeners to www.projectjupitertogether.com;
- digital advertisements on social media platforms directing users to www.projectjupitertogether.com;
- a statewide canvassing operation in which paid canvassers carrying tablets solicited supportive public comments for submission to NMED; and
- paid advertisements through New Mexican “influencers” on social media platforms, including TikTok and Instagram, directing users to www.projectjupitertogether.com.

After the Commission sought voluntary compliance—a statutory prerequisite before taking coercive action under the Lobbyist Regulation Act—Oracle registered its advertising campaign and disclosed spending \$3,444,500 on their campaign. According to New Mexico’s Campaign Finance System, Oracle’s campaign is the largest lobbying advertising campaign reported since 2021, the earliest year for which records are available through the system and is likely the largest lobbying advertising campaign ever disclosed in New Mexico.

The report identifies Brabender Cox as the sole recipient of Oracle’s expenditures, totaling \$3,444,500, which Oracle reported was for media production, media buys, polling, and general consulting.

Under the Lobbyist Regulation Act, organizations conducting lobbying advertising campaigns must disclose contributions, pledges to contribute, expenditures, and commitments to expend for the advertising campaign.

[Click here to review Oracle’s 2026 Report of Advertising Campaign.](#)

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.”

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