

Legislative Victory: MWC Delivers Results for New Mexico Oil & Gas Association

April 2025



Background



In early 2025, the New Mexico Oil & Gas Association (NMOGA) faced an unprecedented legislative assault with over 20 bills threatening to undermine the industry's operations. These proposals aimed to slash education funding, increase taxes on production, and impose burdensome regulations that would cripple the state's largest economic driver.

The most concerning legislation included a punishing oil and gas equalization tax, prohibitions on new emissions, restrictive fracturing fluid disclosure requirements, and stringent gas capture mandates threatening operational viability. With billions in education funding, healthcare programs, and infrastructure projects at risk—along with thousands of jobs—NMOGA needed a comprehensive strategy to counter this legislative onslaught.

The challenge was particularly acute in the Democratic-controlled legislature where many lawmakers lacked understanding of the industry's economic importance. NMOGA required a multi-faceted approach to educate legislators and mobilize public support while highlighting the real-world consequences of these harmful bills on everyday New Mexicans.

Our Tactics



Strategic Communications



Graphic Design



Constituent Advocacy



Message Development



Advertising



Ally Coordination

Marquee Campaign



The marquee campaign launched with the compelling "Don't Risk Our Kids' Future" message, strategically highlighting how proposed legislation targeting the oil and gas industry threatened to eliminate billions in education funding for New Mexico's children.

Our commercials aired **273 times across major networks** and **50 weekly radio spots**, supported by full-page newspaper advertisements statewide, before pivoting midway to address economic concerns by emphasizing rising household costs through a new commercial and expanded newspaper placements targeting publications serving key lawmakers' districts—creating a consistent presence in voters' daily media consumption.



<https://www.youtube.com/watch?v=mquh6DOKrCY>



<https://www.youtube.com/watch?v=e1B4WPZvljc>

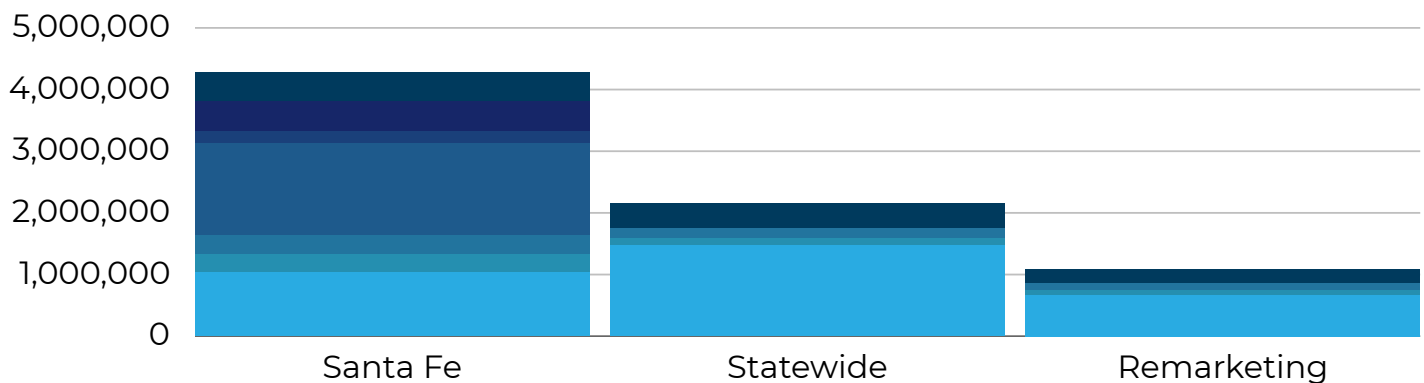
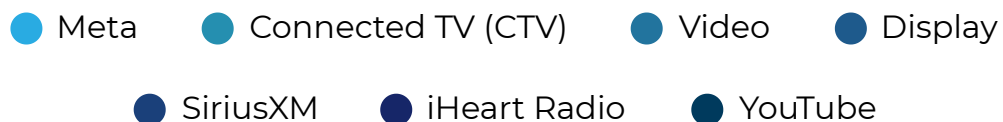
Marquee Campaign



The **digital component** of the marquee campaign leveraged a comprehensive multi-platform approach to create an omnipresent messaging environment, with an emphasis in Santa Fe. The strategy deployed targeted advertising across Meta platforms (Facebook and Instagram), Connected TV services reaching streaming audiences, premium video placements on news and information sites, strategic display advertisements on relevant websites, audio spots on both SiriusXM and iHeart Radio networks, and pre-roll video on YouTube.

IMPRESSION

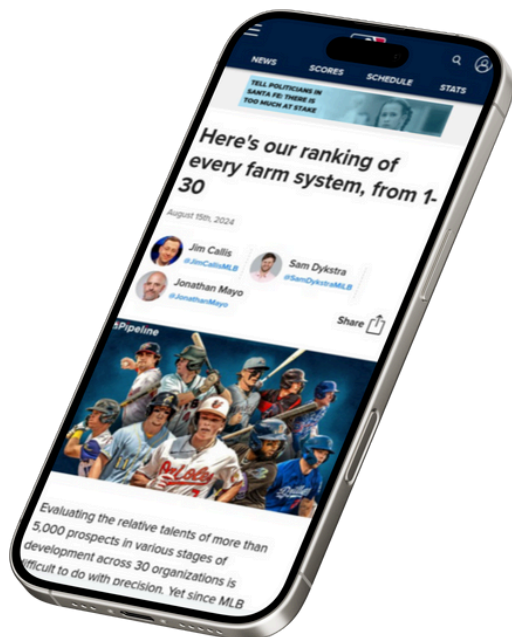
PER PLATFORM
AND LOCATION



Marquee Campaign



The **echo chamber strategy** deployed advanced microtargeting technology to create a continuous stream of messaging around key legislative decision-makers. *Rather than targeting only the legislators themselves, the campaign identified and reached approximately 2,000 of the most influential connections in each lawmaker's personal network*—including family members, staff, consultants, journalists, donors, constituents, and professional associates. This approach focused on four critical legislative leaders: Senator Stewart, Speaker Martínez, Senator Cervantes, and Senator Muñoz.



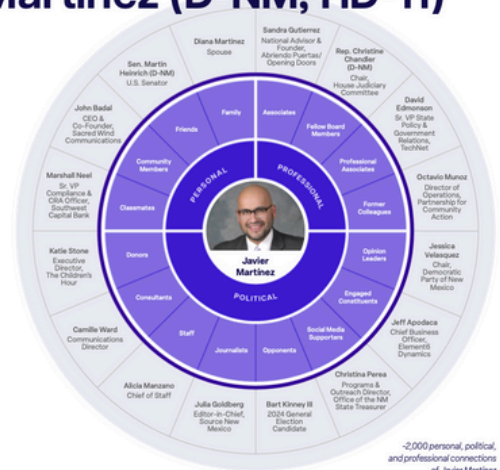
Atlas audience: New Mexico House Speaker Javier Martínez (D-NM, HD-11)

ATLAS FOR JAVIER MARÍNEZ INCLUDES:

- 300 staff, consultants, journalists and opinion leaders.
- 400 family, friends, classmates, and community members.
- 700 donors, opponents, social media supporters and engaged constituents.
- 600 current associates, fellow board members and professional associations, and former colleagues.
- Javier Martínez himself.

Estimated audience size: ~2,000

Last Updated: February 2025



~2,000 personal, political, and professional connections of Javier Martínez

The campaign's effectiveness was amplified through **strategic coordination with allied organizations**. By maintaining regular communications and synchronized timing with the **American Petroleum Institute**, we ensured their supporter-driven phone calls complemented our digital outreach, creating multi-channel pressure on legislators. Concurrently, our alignment with the **Albuquerque Hispano Chamber of Commerce** allowed industry-supportive messages to reach lawmakers through a respected business community voice rather than appearing as self-interested industry advocacy, effectively reframing the narrative around economic stability and community wellbeing.

Marquee Campaign



The campaign successfully created a strategic media environment that effectively mobilized constituent advocacy and applied targeted pressure on legislators considering oil and gas-related legislation. **Moreover, the initiative reinforced the NMOGA's position as the authoritative voice representing industry interests.**



Estimated 8.5 million impressions

on terrestrial television, an average of 6.8 commercial spots per day.



Over 7.2 million impressions

through our digital campaign with the average person in Santa Fe seeing the ad 6.8 times over the course of five weeks.



310,000 impressions

to our echo chamber strategy equating to 1.5 touchpoints per person per day to the audience closest to targeted legislators

Advocacy Campaigns



Our legislative advocacy campaigns yielded significant results across numerous bill initiatives. We developed 30 distinct landing pages tailored to various stakeholders, including corporations, allied organizations, and targeted advertising audiences.

The campaign saw **2,590 people take over 32,000 actions** delivered to legislators. While email comprised the primary communication method, we also facilitated 67 phone calls to complement written communications.

We strategically implemented six dedicated campaigns targeting high-priority legislation, supplemented by a consolidated "Combined/Bad Bills" initiative. This comprehensive approach enabled us to efficiently address several significant yet smaller-scale bills through a single email into the Roundhouse.



SPEAKER MARTÍNEZ
1,866 ACTIONS

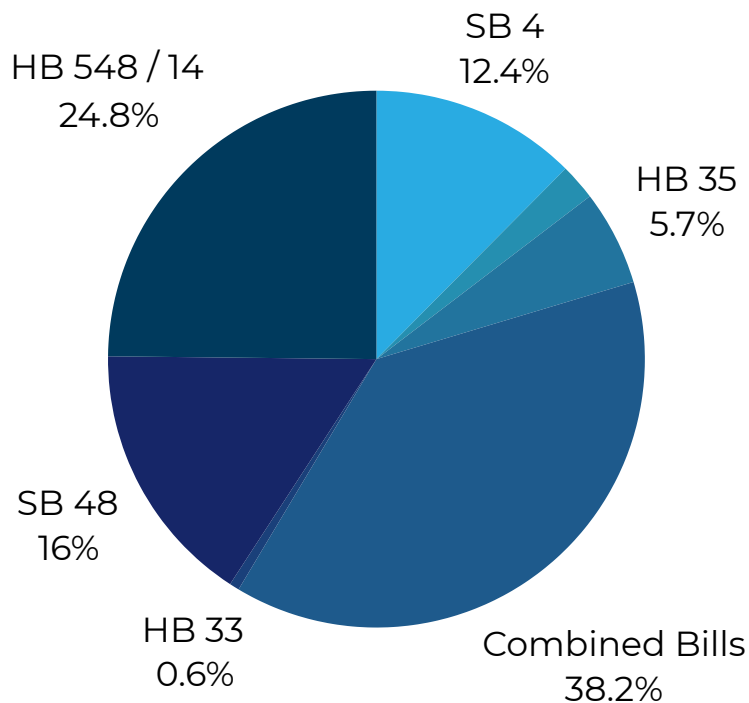


REP. SMALL
1,875 ACTIONS



SEN. STEWART
1,597 ACTIONS

BILLS BY TOTAL ACTIONS




Advocacy Campaigns



New Mexico Oil & Gas
March 13 at 5:10 PM



Tell Rep. Lente to vote no on HB 548 that will increase taxes on oil production.



REP. LENTE HAS A CHOICE: HELP OR HURT.

Eggs, groceries, gas - everything is getting more expensive.

Rep. Lente can help by stopping tax increases on energy production, keeping energy prices low.



New Mexico Oil & Gas
January 30

Local communities already have oil and gas setbacks - tell Santa Fe to vote NO on HB 35.

SETBACK CHANGES WILL DECREASE OIL AND GAS INVESTMENT.

A one-size-fits-all mandate doesn't work, communities know their unique needs.

[Email Your Legislator →](#)

New Mexico Oil & Gas
February 18

New Mexico's schools, healthcare programs, and community projects are at risk.



POLITICIANS IN SANTA FE ARE ATTACKING THE OIL AND GAS INDUSTRY, THE BACKBONE

New Mexico Oil & Gas
February 13

Oil's schools, healthcare programs, and community projects are at risk.

POLITICIANS IN SANTA FE ARE THREATENING FUNDING, RISKING

BILLIONS IN MEDICAID

BILLIONS IN EDUCATION

OVER 100,000 JOBS

BILLIONS IN PROJECTS ACROSS THE STATE

Get your legislator and tell them to save funding from oil and gas industry that powers our state.

[Sign up](#)

New Mexico Oil & Gas
February 2

HB 34 creates redundant regulations that would increase costs for New Mexico families while threatening school funding and jobs. Our current regulatory framework already provides effective oversight.

NMOGA.ORG
Contact Rep. Lente Now
Stop HB 548

STOP THE RISING COSTS



Tell your legislators to vote NO on HB34 - its redundant regulations will raise energy costs, threaten school funding, and eliminate jobs that New Mexico families depend on.

[Email Your Legislator →](#)

New Mexico Oil & Gas
February 2

Control New Mexico's Economy

Tell your legislator to vote NO on HB 35.

[Sign up](#)

NMOGA.ORG
Protect New Mexico's Future: Stop Bureaucracy

Take action now to protect the funding that powers our state.



[Sign up](#)

New Mexico Oil & Gas
February 18

Senator Stein is leading the charge to gut the industry through several ill-considered bills. She's \$13 million away from her state - or 80% of the new Community Benefit Fund would exist without oil.

SENATOR STEIN LEADING THE GUT THE STATE BY CRIPPLING AND GAS INDUSTRY

The math doesn't add up: she can't promise new spending while gutting the revenue that pays for existing programs.

[Email Your Legislator →](#)

NMOGA.ORG
Your Voice Matters - Tell Your Legislator

Stop HB 34. Say No to Double Bureaucracy.

[Sign up](#)

NMOGA.ORG
Protect New Mexico's Future: Stop Bureaucracy

Take action now to protect the funding that powers our state.



[Email Your Legislator →](#)


New Mexico Oil & Gas
March 16 at 12:00 PM

Tell politicians in Santa Fe to vote no on HB 14 that will increase taxes on oil production.

YOUR ENERGY BILLS WILL SOAR UNDER SANTA FE POLITICIANS' NEW TAX.

HB 548 threatens our economy, energy jobs, and the affordability of energy for our residents.

[Email Your Legislator →](#)



Protect New Mexico's Future
Stop HB 548

[Sign up](#)

NMOGA
NEW MEXICO OIL & GAS ASSOCIATION

About Us News Key Issues The Industry's Impact Become a Member [Sign Up](#)

Protect New Mexico's Future - Vote No on HB 14



Act Now!

First Name Last Name

Address Email

Send Your Email →

Tell politicians in Santa Fe to vote no on HB 14 that will increase taxes on oil production to fund pet projects for politicians in Santa Fe. This bill will make New Mexico even more reliant on oil and gas revenue and risk sending oil and gas jobs to Texas and Oklahoma.

It takes just two minutes to make a difference. Send a message.

Team Members



Kate Zaykowski

SENIOR VICE PRESIDENT

Kate developed the strategic communications messages that contributed to a successful campaign. She has over 12 years of experience in corporate and political communications and public relations. Her expertise is in creating and executing multifaceted communications plans, including paid and earned media, thought leadership development, executive communication, audience analysis, and message development. Her experience includes digesting complicated policies, regulations and/or strategies and communicating those to the targeted audiences in a way that is authentic and persuasive.



Joshua Canter

VICE PRESIDENT

Josh led the digital strategy, media planning, and buying. He has a depth of experience using digital tools to impact legislation and influence lawmakers and agency heads. He is experienced in developing and executing omnichannel communication plans, that includes multimillion dollar advertising budgets, launching interactive websites, generating organic social content, and distilling messages for effective online consumption. Working across industries he tackles issues on the forefront of regulations and top-of-mind for voters. He has helped to pass model legislation that has been replicated in other states. His work has been featured in the Los Angeles Times, WIRED, ADWEEK, and The New York Times.



Annie Scroggs

RESEARCH ASSOCIATE

Annie drafted collateral and communication material that was on-message and delivered effective results. She has experience with social media strategy and management, research, and grassroots and grassroots coalition outreach. She works with clients across industries.



Our team sits coast-to-coast from Virginia to Texas to California. **We've worked in 47 states, delivering the proven capabilities of a national brand with direct, hands-on experience.**

