

## MEDIA MENTION

# Michael Toner Talks Campaign Strategy and Tactics

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*Smart Money Magazine*

March 13, 2012

Michael Toner, co-chair of the Election Law & Government Ethics Practice, was interviewed by *Smart Money Magazine* for a feature on the top 10 things campaign managers will not tell you.

In 2000, Mr. Toner, former chairman of the Federal Election Commission, was part of President George W. Bush's election team that raised \$100 million before the primaries. But that total was a fraction of the \$1.8 billion spent between the Republicans and Democrats during the 2008 presidential election and falls well short of the \$1 billion Mr. Toner predicted will go into President Obama's reelection campaign.

## Related Professionals

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## Practice Areas

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Election Law & Government Ethics  
Election Law & First Amendment Litigation  
Federal Election Commission  
Representation  
Foreign Agents Registration Act (FARA)