

Toney releases his first general election ad

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GOP AG candidate Eric Toney has released his first general election TV ad, featuring the mother of a girl who died at the hands of the Fond du Lac Halloween Killer nearly 50 years ago praising the local DA.

The campaign didn't release details of the buy. But according to AdImpact, the Fond du Lac County DA had reserved \$7,605 worth of time starting next week through the election. That includes time in the Madison and Green Bay markets.

Maryanne French begins the 30-second spot rehashing the sexual assault and murder of her 9-year-old daughter Lisa in 1973.

After Maryanne mentions the killer was set to be released in 2018, she adds "Josh Kaul, he was not there for me at all."

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"You want some help to find out what was going on," she says. "And he doesn't help. He don't care about the victims. I know Eric Toney does. Eric Toney helped keep that man who murdered my daughter from being released."

See the release:

<https://www.wispolitics.com/2022/eric-toney-press-josh-kaul-he-was-not-there-for-me-at-all-lisa-frenchs-mom>