



# ATF Fact Sheet

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## **‘DON’T LIE FOR THE OTHER GUY’ CAMPAIGN**

### **Purpose**

The Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) has partnered with the National Shooting Sports Foundation (NSSF) in designing an educational program to assist firearm retailers in the detection and possible deterrent of “straw purchases,” the illegal purchase of a firearm by one person for another. The Department of Justice’s Project Safe Neighborhoods initiative has enhanced the program by providing funding in order to raise public awareness of the criminality involved in purchasing a firearm for a prohibited person.

### **Goals**

The goal of the “Don’t Lie for the Other Guy” program is to reduce firearm straw purchases at the retail level and to alert would-be straw purchasers of the penalties of knowingly participating in an illegal firearm sale. The denial of guns to prohibited persons is critical to the mission of ATF in preventing violent crime and protecting our nation.

### **Strategy/Results**

ATF in partnership with NSSF has conducted more than 60 Partnership for Progress Seminars to educate and train several thousand Federal Firearms Licensees (FFL) in detecting and avoiding illegal straw purchases.

NSSF has distributed retailer education kits to more than 34,000 firearms retailers and to gun show promoters and pawn shops.

The program emphasizes the scope of the problem and encourages licensees to work closely with their local ATF office to deter straw purchases. The public awareness component sends “Don’t Lie for the Other Guy” representatives to ATF-targeted areas to encourage retailers to participate in the program. In addition, residents in these selected areas are made aware of the program’s message through billboard advertising, radio and TV public service announcements by U.S. Attorneys, as well as through media coverage

of news conferences attended by U.S. Attorneys, ATF, law enforcement and elected officials. The combination of retailer education and public awareness components send a powerful message to deter straw purchases.

In 2008-2009, ATF expanded the campaign to include alerting potential straw purchasers of the penalties of buying a gun for someone who cannot or will not buy one for themselves. This new consumer awareness program reinforces the message that buying a gun for someone who is prohibited is a federal crime punishable by up to 10 years in prison and a fine of up to \$250,000. The revamped campaign, released in six cities, includes public service radio announcements, highway bill boards, and high-profile signage at transit bus stops and on the sides of buses.

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