



**U.S. Department of Justice**

Bureau of Alcohol, Tobacco,  
Firearms and Explosives

*Office of the Director*

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SEP 25 2009

Washington, DC 20226

Mr. Chuck Canterbury  
National President  
Fraternal Order of Police  
328 Massachusetts Avenue, NE.  
Washington, DC 20002-5702

Dear Mr. Canterbury:

This is in response to your letter dated July 21, 2009, to Attorney General Eric H. Holder, Jr., expressing support for the Don't Lie for the Other Guy campaign. Your letter has been referred to the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) for response.

The Don't Lie campaign is an important tool for ATF as we pursue our mission of preventing terrorism, reducing violent crime, and protecting the public through Project Safe Neighborhoods and other initiatives. The program has been well received in communities around the country and is a great success. The campaign has provided seminars across the Nation, as well as over 40,000 information kits, including videotapes and other materials distributed nationwide to Federal firearms licensees (FFLs). Since the initiation of the campaign in 2000, FFLs have greatly improved their ability to identify potential straw purchases. The new expanded segment of the campaign has also been quite successful. Outdoor signage includes public service messages on billboards and public transportation, which are used in conjunction with public service announcements aired on local radio. The message is driven home that buying a gun for someone who can't or won't buy one for him- or herself is a Federal crime punishable by a fine of up to \$250,000 and 10 years in prison. It reaches the would-be straw purchaser long before he or she enters a licensee's place of business. This new chapter of the Don't Lie campaign has further raised awareness among the general public that anyone attempting an illegal firearm purchase faces substantial penalties.

We are confident that our continued efforts will help to lower the incidence of illegal straw purchases, help keep firearms out of the hands of those who are prohibited, and have a positive effect on reducing violent crime.

Mr. Chuck Canterbury

Thank you and all the members of the Fraternal Order of Police for your acknowledgement and continued support. If we can be of any assistance or provide any additional information, please do not hesitate to contact us.

Sincerely yours,

A handwritten signature in black ink, appearing to read "K. Melson". The signature is fluid and cursive, with the first letter of each name being capitalized and prominent.

Kenneth E. Melson  
Acting Director