



19 February, 2007

To Jim Zumbo:

If you're reading this, Mister Zumbo, *you disgust me*. Your lame apology regarding your "assault rifle" editorial is too little, too late, and most certainly not accepted. This morning I sent an e-mail to Outdoor Life, Remington, and several other contact e-mails for people associated with Outdoor Life and you, including sponsors. That message reads as follows:

Date Feb 19, 2007 5:50 AM

Subject Mr. Zumbo, Outdoor Life, and the Shooting Community

Dear Outdoor Life Magazine (and sponsors),

It is my understanding that Remington has severed all business ties to Mr. Zumbo this past weekend, thanks to the ill-advised, obnoxious, and strident editorial in which Mr. Zumbo drew a line between wholesome, upstanding hunters like himself, and owners of evil "assault rifles" -- tools for which he sees no legitimate sporting use (to quote that most famous of anti-gunner sentiments). Almost as soon as they were posted at the Outdoor Life site, Mr. Zumbo's comments were being trumpeted by the gun banners at the Brady Campaign. The damage has been done and we will be feeling its effects on our gun rights for some time to come. Zumbo's apology and backpedaling retraction in a follow-up column are too little, too late, and obviously insincere. It is my impression he only bothered to try and dig his way out of the hole he'd created for himself because he wasn't prepared for the strong negative reaction he received from the shooting community online.

I ask that you, Outdoor Life Magazine, terminate your relationship with Mr. Zumbo. Remington understands, apparently, that they cannot afford to associate with someone of his character. I would hope that any and all sponsors of your publication would respond accordingly, too. Failure to dismiss Mr. Zumbo will be seen as spitting in the face of the countless shooters, hunters, armed citizens, and other supporters of the Second Amendment on whom your publication and its sponsors depend for your very lifeblood. If you do not sever your relationship with Mr. Zumbo, you will never see another dime of my money for the rest of my life.

I am not a lone writer in this, either. I publish an e'zine that has thousands of online readers, and they, too, will boycott Outdoor Life Magazine if the elitist Mr. Zumbo continues to write for your magazine. It will be hard to forget the name "Zumbo" -- and I suspect no self-respecting armed citizen, hunter, or shooter will shop with ANY employer who associates with him.

Please respond accordingly. I applaud Remington for doing the right thing. Now it's your turn.

It is my sincere hope, Mister Zumbo, that you will never again hold a position with any shooting or hunting publication, organization, or business of any kind. The damage you have done to the cause of Second Amendment rights cannot be undone. You are certainly entitled to your opinion, and to express that opinion -- but such expression does not come without consequences. In your case, those consequences will hopefully be status as a pariah among shooters, for the rest of your life.

Phil Elmore

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