
Finding aid prepared by Loni Shibuyama
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ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California
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Title: Jeffery Masino collection on the California AIDS Ride
Identifier/Call Number: Coll2012.179
Contributing Institution: ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California
Language of Material: English
Physical Description: 2.4 linear feet. 1 archive box + 1 archive flat box.
Date (inclusive): 1993-2000
Abstract: Administrative records, promotional material, a photograph, clippings, T-shirts and videocassettes from the Los Angeles branch of the California AIDS Ride, 1993-2000, collected by Jeffery Masino, former director of the Los Angeles office. Materials in the collection document the planning and implementation of the state-wide bicycle ride from San Francisco to Los Angeles that raised funds and created awareness of HIV/AIDS.
creator: Masino, Jeffery Jon

Biography
Jeffery Jon Masino grew up in Oxnard, California, and attended St. Bonaventure High School in Ventura. Masino built a career in philanthropic fundraising, working with Palotta Teamworks, California AIDS Ride and the Avon Breast Cancer three-day walks.
Around 2002, Masino, a film enthusiast, founded Flicker Alley, a small organization in Hollywood that specializes in producing DVD releases of silent and archival films. In 2012, Masino continues to operate Flicker Alley.
Sources:

Conditions Governing Access
The collection is open to researchers. There are no access restrictions.

Acquisition Information
Donated by Jeffery Jon Masino, June 20, 2009.

Preferred Citation
[Box/folder #, or item name] Jeffery Masino collection on California AIDS Ride, Coll2012-179, ONE National Gay & Lesbian Archives, USC Libraries, University of Southern California

Processing Information
Collection processed by Jacquelyn Lopez and Loni Shibuyama, January 2013.

Scope and Contents
The collection comprises administrative records, promotional material, a photograph, clippings, T-shirts and videocassettes from the Los Angeles branch of the California AIDS Ride, 1993-2000, collected by Jeffery Masino, former director of the Los Angeles office. The administrative records include correspondence, operations manuals, rider manuals, schedules, pamphlets, financial records, and other material documenting the planning and implementation of the state-wide bicycle event that raised funds for and created awareness of HIV/AIDS.

Arrangement
T-shirts and videocassettes are at the end of the collection. The remaining folders are arranged chronologically.

Separated Materials
The following periodicals and programs have been separated from the collection and cataloged into ONE Archives' periodicals collection:
Hero, [5 issues dated from 1999-2000]
Poz, [2 issues dated from 1995-1996],
Tanqueray AIDS Ride USA, [3 issues dated from 1999-2001].
TeamWorking, [4 issues dated 1998].
**Update: Southern California's Gay and Lesbian Newspaper**, [Issue 646 (May 11, 1994) and Issue 676 (May 18, 1994)]. The following items have been separated from this collection and placed with ONE Archives' collection of buttons and other ephemera:

- "California AIDS Ride" button [white button with purple text]
- "Tanqueray California AIDS Ride 1994" dog tags [with green text]

**Conditions Governing Use**

All requests for permission to publish or quote from manuscripts must be submitted in writing to the ONE Archivist. Permission for publication is given on behalf of ONE National Gay and Lesbian Archives at USC Libraries as the owner of the physical items and is not intended to include or imply permission of the copyright holder, which must also be obtained.

**Subjects and Indexing Terms**

AIDS (Disease)--Patients, Services for--California--Los Angeles County

AIDS activists

Fund raising

Gay men--Health & social issues--United States

T-shirts

Video tapes

**Collection contents**

Box 1, Folder 1  
Clippings May 1994-June 1999

Box 1, Folder 2-4  
California AIDS Ride 1 1993-1994

Box 1, Folder 2  
General 1994

Box 1, Folder 3  
Fundraising 1993-1994

Box 1, Folder 4  
Route design 1993-1994

Box 1, Folder 5-6  
California AIDS Ride 2 1995

  Physical Description: [2 folders]

Box 1, Folder 7  
California AIDS Ride 3 1996

Box 1, Folder 8  
California AIDS Ride 4 1997

Box 1, Folder 9-14  
California AIDS Ride 5 1998

Box 1, Folder 9  
General 1998

Box 1, Folder 10  
Additional Testaments of Logistics 1998

Box 1, Folder 11-13  
Logistics Bible 1998

  Physical Description: [3 folders]

Box 1, Folder 14  
Vehicle Book 1998

Box 1, Folder 15-18  
California AIDS Ride 6 1999

Box 1, Folder 15-16  
General 1999

  Physical Description: [2 folders]

Box 1, Folder 17  
Route directions 1999

Box 1, Folder 18  
Print media summary 1999

Box 1, Folder 19  
California AIDS Ride 7 2000

Box 1, Folder 20  
California AIDS Rides, miscellaneous Undated

  General Physical Description note: Includes 1 color photograph.

Item GAR0901-GAR0911  
T-shirts 1994-1999

  General Physical Description note: 4 T-shirts + 7 long-sleeve shirts.

**Videocassettes (VHS)**
<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
</tr>
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<tbody>
<tr>
<td>VV2774</td>
<td>&quot;A 33-minute video chronicle of the Pallotta TeamWorks AIDS Vaccine Rides&quot; circa 1993-2000</td>
</tr>
<tr>
<td>VV2775</td>
<td>&quot;California AIDS Ride 7&quot; 2000</td>
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