
Finding aid to the Jeffery Masino collection on the California AIDS Ride, 1993-2000 Coll2012.179

Finding aid prepared by Loni Shibuyama

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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:

Catania, Sara, "Fund Raising an Uphill Battle for Local AIDS Ride Activists," *Los Angeles Times* (May 11, 1995).

Darr, Brian, "Jeff Masino on Making Flicker Alley a Gateway to Cinema History," *Keyframe* (November 5, 2012)

(last accessed January 4, 2013).

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:

California AIDS Ride newsletters, 1993-2001.

The Center News, 1995-1996 (Winter).

The Center News, "Special Focus: Lesbian Perspectives," Undated.

Hero, [5 issues dated from 1999-2000]

Poz, [2 issues dated from 1995-1996].

Tanqueray AIDS Ride USA, [3 issues dated from 1999-2001].

Tanqueray California AIDS Ride, [2 issues dated from 1994-1995].

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

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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)

Item VV2774	"A 33-minute video chronicle of the Pallotta TeamWorks AIDS Vaccine Rides" circa 1993-2000
Item VV2775	"California AIDS Ride 7" 2000