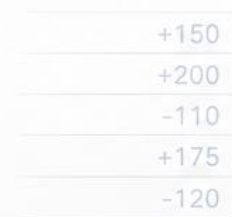
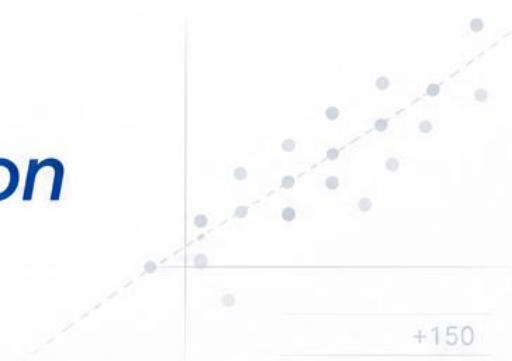


Storytelling Meets Data

A Fresh Approach to Youth Gambling Prevention

Arty Smith

GAMBLING AWARENESS INITIATIVE





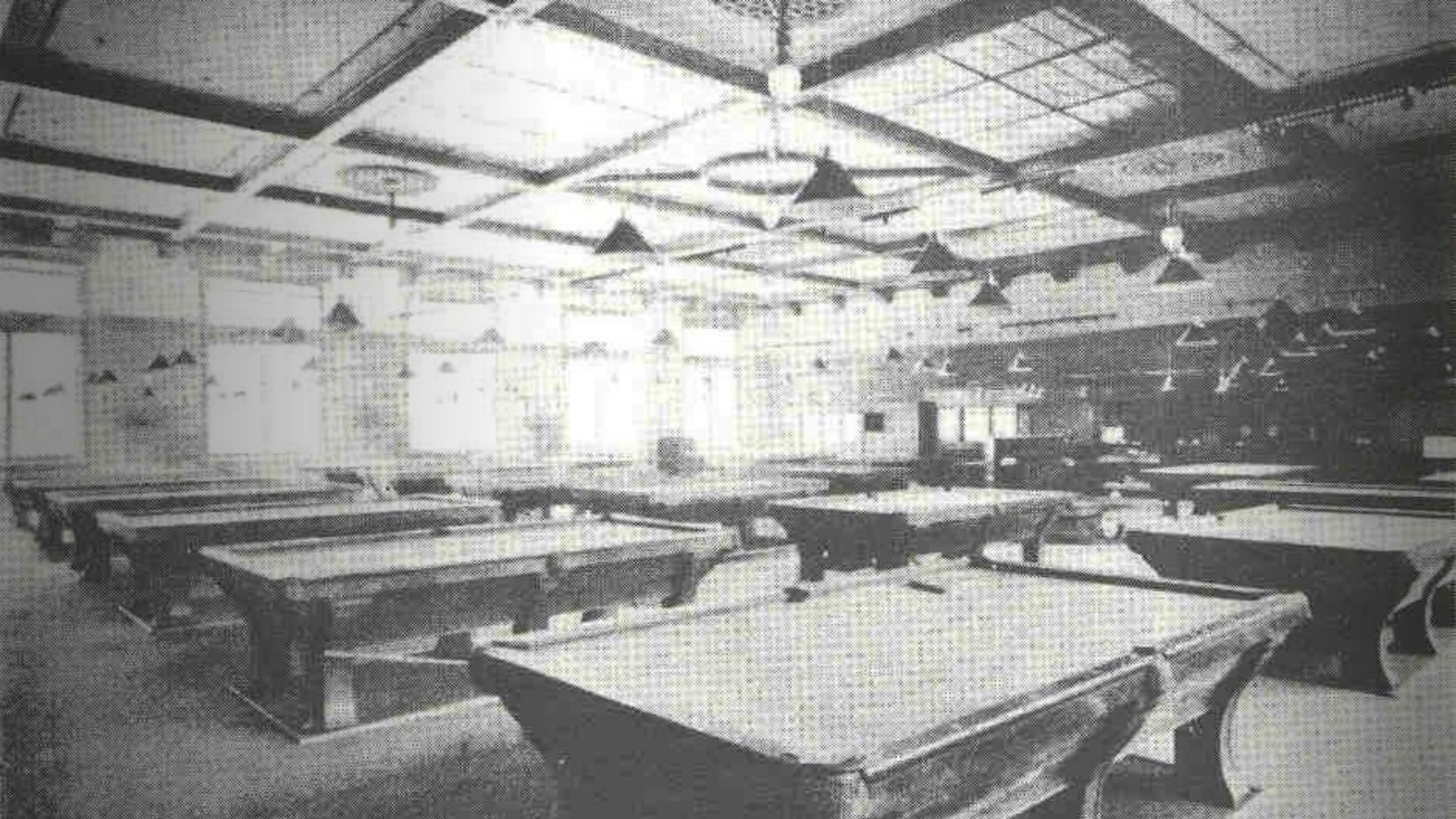
George Smith

Born July 13, 1862

Sewickley, Pennsylvania

Armstrong Cork Factory







ST. JOHN'S LUTHERAN CHURCH, ST. LOUIS, MO.
BUILT BY THE LUTHERAN CHURCH OF AMERICA



GEORGE E. SMITH ("PITTSBURG PHIL").
Photo by Levick.

from *Illustrated Sporting News*,
October 1903

George Smith

Died February 1, 1905



82% of young gamblers think they will be **profitable**



**In today's world,
the sportsbooks
have all the data.**

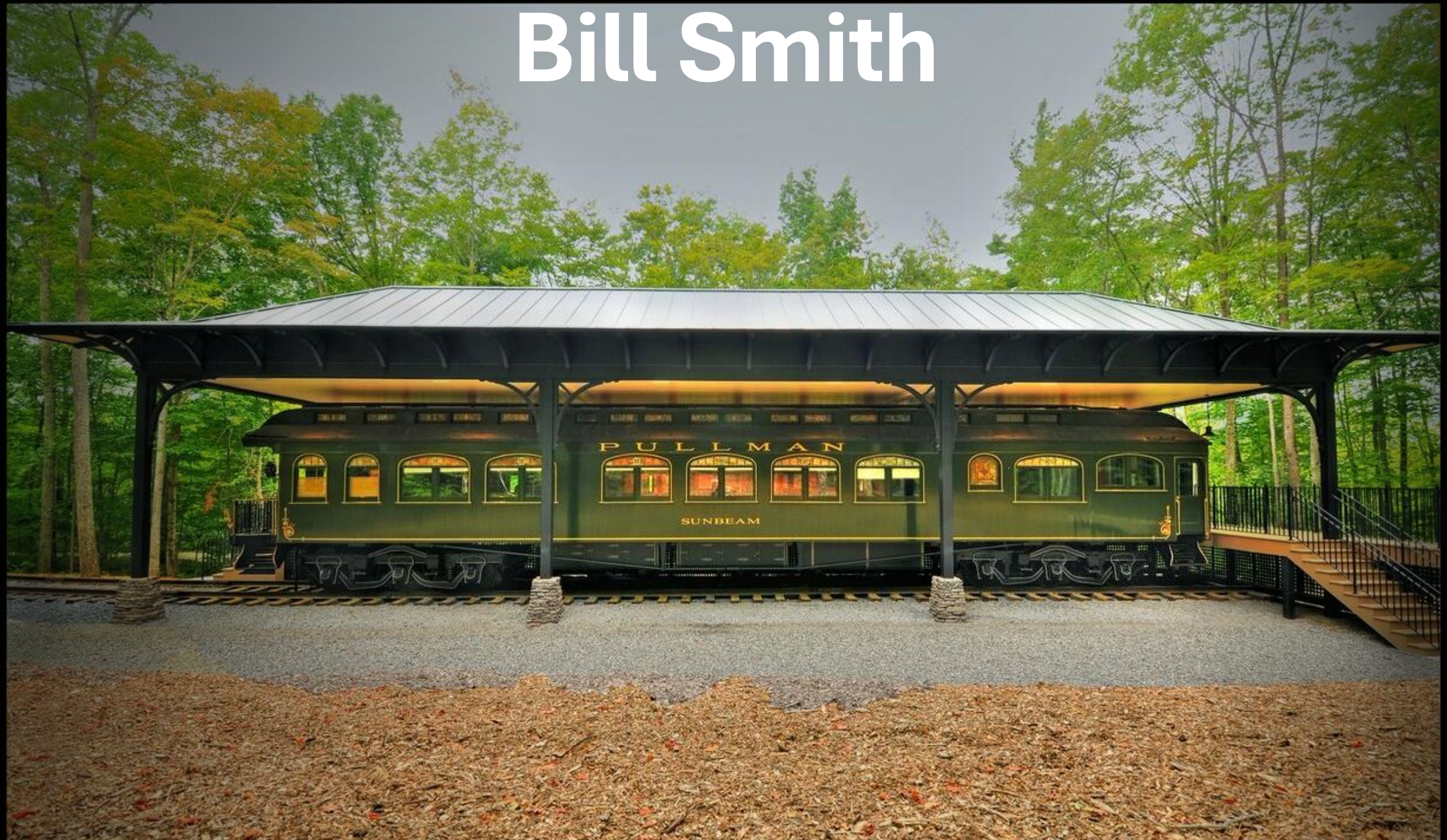
SPREAD	MONEYLINE	TOTAL
-6.5 -110	-250	o 47.5 -110
-3.5 -110	-180	u 47.5 -110
+2.5 -110	+150	o 44.5 -110
+1.5 -110	+120	u 44.5 -110
-1.5 -110	-105	o 51.5 -110
+4.5 -110	+300	u 51.5 -110



George Smith
died 1905



Bill Smith





Courtesy of the Railroad Museum of Pennsylvania



Jimmy McGill



1. J. C. McGill, Pres.; 2, Harris; 3, Kinsella; 4, Coffey; 5, Lindsay; 6, Schreiber; 7, Beall; 8, Lee Haynes, Sec.; 9, Quillen; 10, Gilmore; 11, Hendricks, Mgr.; 12, Hagerman; 13, O'Brien; 14, Cassidy; 15, Spahr; 16, Kenworthy; 17, Olmstead; 18, "Johnnie" Hendricks, Mascot; 19, Lloyd; 20, Frambes.

DENVER TEAM—CHAMPIONS WESTERN LEAGUE.

82% of young gamblers believe they will be profitable



35-minute presentation

11% still believe they can profit long term



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