

# ***THE SCRIPPS NATIONAL SPELLING BEE EXPERIENCE***



## Did you know?

Most Americans know the Scripps National Spelling Bee from our live television broadcasts and the thousands of news stories that appear each May. But did you know that the Bee truly begins each August, when **more than 26,000 schools** enroll in our program?

# THE SPELLING MOVEMENT

The whole country continues to fall under the spell of the Bee, but not everyone knows how it starts. Throughout the school year, we bring educational content to teachers and partner with hundreds of sponsoring organizations in order to fulfill our purpose: to help students improve their spelling, increase their vocabularies, learn concepts and develop correct English usage that will help them all their lives.

Our relationships with schools touch tens of thousands of teachers and more than 11 million students each year. Here's how it works:



### Step 1

A teacher, administrator or staff member enrolls school during the fall.



### Step 2

Teachers log in to [spellingbee.com](http://spellingbee.com) for student materials and word lists.



### Step 4

Teachers conduct classroom and school spelling bees using competition guides.



### Step 3

Teachers give study materials and instructions to students.



### Step 5

School champions compete at local bees across the country, and local sponsors select winners to participate at the national level.



### Step 6

All local spelling bee champions prepare for the Scripps National Spelling Bee in May.



### Step 7

At a live television broadcast from the Washington, D.C., area, students prove their spelling skill until a national champion is selected.

109  
GIA  
UNIVERSITY OF MARYLAND  
EASTERN SHORE  
PRINCESS ANNE,  
MARYLAND

# One speller's journey to the Bee

Dedication, perseverance and spirit pave the way, inspiring a country

Every so often a speller comes along who captures the hearts of his fellow competitors. Rarer still is the speller who captures the heart of a nation. Dev Jaiswal of Louisville, Mississippi, was one of those special few at the 2015 Scripps National Spelling Bee.

A repeat national finalist, Dev's tenacity, dedication and skill were beyond admirable. But it was his boundless energy, inspiring optimism, uncommon humility and world-class talent that captivated Bee fans around the world.

Dev understood the sacrifice and commitment required to reach the highest levels of spelling bee competition. After all, he'd made it to the Scripps National Spelling Bee for the first time as a fifth grader in 2012. After impressive performances — but near misses — at his state bee the next two years in a row, it would have been understandable for him to count his achievements and call it a spelling career.

But that isn't how Dev is wired — his competitive fire burns hot and his thirst for knowledge is difficult to quench. He attacked the 2015 competition with a vengeance and triumphantly returned to the national stage.

And that's when all that heart-capturing began in earnest. Round after round, he performed brilliantly, with an enthusiasm and passion that made him an instant fan favorite. In the end, he walked off with an impressive fourth place finish, a rousing standing ovation, and the satisfaction that comes when great effort delivers great results.

It was a feat earned by a kid who didn't initially start out with an affinity for spelling. In fact, he didn't like it at all. But after seeing his sister Rani compete in the Bee in 2010, everything changed. He was inspired, and that inspiration took him all the way to 2015's final four!

It's fitting, then, that his transformation has motivated so many young people all over the world to pursue their own dreams. The mantra they've learned from Dev is to have fun, work hard, and never give up, and you'll be amazed at what's achievable.

That's why we do what we do. Join us and help create more inspiring stories like this one.



## A CROWD FAVORITE

### SPELLER STATS

DEV JAISWAL

#132

**Hometown**  
Louisville, Mississippi

**School**  
Winston Academy

**Sponsor**  
Mississippi Association of Educators, Jackson

**Regional Winning Word**  
eleatic

**Number of Languages**  
Three, going on four

**Dream Job**  
Explore space

**Spelling Career Finish**  
Dev finished in fourth place at the 2015 Scripps National Spelling Bee after putting an "i" where a "y" should be when spelling "iridocyclitis."

At the conclusion of his final Bee appearance, he was met with a long standing ovation from the audience — giving him the "why" he needed.

# GET INVOLVED

We help children succeed by giving them the words they need to become the listeners, speakers, readers and writers of their dreams.

## OUR STORY

The Scripps National Spelling Bee is the nation's largest and longest-running educational program, administered on a not-for-profit basis by The E.W. Scripps Company.

The Bee has had steady growth since its first nine contestants took the stage in 1925 and has grown exponentially in recent years.

Although the individual circumstances that led Dev Jaiswal to participate twice in the national finals were unique, the hard work he put into becoming a champion in spelling — and in life — is a common thread among participants. For many, spelling is just one of the ways they choose to stand out, both during their school years and later in life. Some use the discipline gained through months of practice to excel in debate and other academic pursuits. Others parlay their competitive drive into success on the athletic fields or on the concert stage. Regardless of what their futures hold, all leave the spelling bee stage better prepared to realize their dreams.

In celebrating academic achievement and inspiring children to show off their skills in spelling bees — much like athletes do in sporting events — they gain valuable experience in problem solving and public speaking.

These experiences give them self-assurance to stand confidently on their own at music and theater auditions, class presentations, and interviews for scholarships and jobs.

### EDUCATORS

Schools and teachers are an intrinsic part of the Bee. Educators enroll schools in our program and then log on to [spellingbee.com](http://spellingbee.com) for student and teacher materials to help them conduct their bees.

Subscribe to the *Teacher's Beehive* for classroom activities and the latest Bee news at [spellingbee.com/enrollment](http://spellingbee.com/enrollment).

### BUSINESSES AND ORGANIZATIONS

Each year we grant a limited number of local spelling bee sponsorships to media organizations, universities, nonprofits and other community leaders. Local sponsors conduct community spelling bee programs in cooperation with teachers and administrators at public, private, parochial, charter, virtual and home schools. The champion of each sponsor's program qualifies for the Scripps National Spelling Bee.

Learn more at [spellingbee.com/sponsors](http://spellingbee.com/sponsors).

### PARENTS

The Scripps National Spelling Bee provides your child with powerful lessons about language, learning and life. Prepare your child for an upcoming spelling bee with many of the tools we offer at [spellingbee.com/parents](http://spellingbee.com/parents). The Word Club app (coming Fall 2019) will help your child make the most of the spelling bee journey.



Get in touch  
with the Bee!

Visit [spellingbee.com/contact](http://spellingbee.com/contact).



## ABOUT SCRIPPS

The **E.W. Scripps Company** (NASDAQ: SSP) serves audiences and businesses through a growing portfolio of local and national media brands. With 52 television stations in 36 markets, Scripps is one of the nation's largest independent TV station owners. Scripps runs a collection of national journalism and content businesses, including **Newsy**, the next-generation national news network; podcast industry leader **Stitcher**; the fast-growing national broadcast networks **Bounce**, **Grit**, **Escape**, **Laff** and **Court TV**; and **Triton**, the global leader in digital audio technology and measurement services. Scripps runs an award-winning investigative reporting newsroom in Washington, D.C., and is the longtime steward of the **Scripps National Spelling Bee**. Founded in 1878, Scripps has held for decades to the motto, "Give light and the people will find their own way."

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