



Columbia
Urban League, Inc.

Empowering Communities.
Changing Lives.

WWDM Brenda Jones Memorial Scholarship 2024 Application

The WWDM Brenda Jones Memorial Scholarship is a non-renewable one-time award, sent directly to the college or university where its recipient attends school.

****** Application must be postmarked by Friday, March 29, 2024 ******

Criteria

This **\$5000** scholarship is awarded each year to a graduating African-American high school senior who reside in Richland, Lexington, Newberry, Fairfield or Sumter counties.

Applicants must:

- ✓ Have a cumulative grade point average of at least 3.00 to be eligible.
- ✓ Be accepted by an accredited college or university at the time of the scholarship award.
- ✓ Meet financial need requirements.

Applicants must submit the following:

- ✓ An official high school transcript
- ✓ A copy of SAT and/or ACT scores
- ✓ Documentation of involvement in community activities and service projects
- ✓ Copy of household's 2022 income tax return or FAFSA
- ✓ Recent photograph
- ✓ Copy of college or university acceptance letter
- ✓ Two letters of recommendation
- ✓ **500 Word essay**

Last Name

First Name

Middle Initial

Street Address

City

State/Zip

Home Telephone #

Social Security #

Name of School

WWDM Brenda Jones Memorial Scholarship

HISTORICAL BACKGROUND

Scholarship Background

The WWDM Brenda Jones Memorial Scholarship was started in 1994 because of the philanthropic efforts of business executive John Marshall and his family. Marshall was a Columbia Urban League board member and for more than 20 years, owned WWDM a.k.a. The Big DM – the state's top-rated radio station. When the Marshalls sold the radio station in 1994, John Marshall donated \$100,000 to the Columbia Urban League to endow a scholarship for deserving high school seniors. Over the next several years, Mr. Marshall increased his donation, bringing the total scholarship contribution to \$125,000. Each year, the Columbia Urban League awards a scholarship through the Brenda Jones Memorial Scholarship Fund.

How the Scholarship Got Its Name

In 1996, after the passing of veteran news anchor Brenda Jones, WWDM renamed the scholarship to the WWDM Brenda Jones Memorial Scholarship. Mr. Marshall felt this was a fitting tribute because Brenda Jones was a highly respected journalist known for her commitment to achievement. Before her death, she enjoyed a stellar career. She had a reputation for going the extra mile to achieve excellence.

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Education

List the school you are currently attending:

Name of School _____

Location _____

Dates of Attendance _____

What is your College/University of choice? _____

Why have you chosen this particular school? _____

Activities

*List any scholastic distinctions, honors or accomplishments. Please date each accomplishment.
Also, include extracurricular and community service activities. (Use separate paper if necessary)*

Work Experience

Please list any jobs held in the past three years. Include employer, duties and dates of employment. (Use separate paper if necessary)

Achievement

Describe your most meaningful achievement and how it relates to your field of study.

What are your career goals?

Discuss your plans after college as they relate to your chosen career. What impact would this scholarship have on you obtaining a college education?

What is your anticipated major? _____

What influenced you to choose your anticipated college major?

Goals

What personal goals have you set for yourself for the next five (5) years?

Essay

On a separate sheet of paper, type a brief essay (500 words) answering the following question: Who inspires or motivates you in your pursuit of academic success?

Family

(For possible news media announcements)

Father's Name: _____ *Living* *Deceased*

Occupation: _____

Mother's Name: _____ *Living* *Deceased*

Occupation: _____

How many brothers do you have? *Older* *Younger*

How many sisters do you have? *Older* *Younger*

Signature of Applicant

Date

Please return to:

WWDM Brenda Jones Memorial Scholarship Committee

C/O Ms. Dean-Bates

P.O. Box 50125

Columbia, SC 29250-0125

Please submit the following:

- Official High School Transcript*
- A copy of SAT and/or ACT Test Scores*
- Recent Photograph*
- Household's most recent tax return or FAFSA (a W2 form is not acceptable)*
- Copy of your college or university acceptance letter*
- Two letters of recommendation*
- 500 Word Essay on the topic: Who inspires or motivates you in your pursuit of academic success?*

NOTE: Your application will not be reviewed if any of this information is missing.