



Columbia Urban League, Inc.

Empowering Communities. Changing Lives.

WWDM Brenda Jones Memorial Scholarship 2025 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, April 4, 2025 *****

Criteria

This **\$5000** scholarship is awarded each year to a graduating African-American high school senior who resides 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: (Application will be marked incomplete if any of the below is missing)

- ✓ An official high school transcript
- ✓ A copy of SAT and/or ACT scores
- ✓ Documentation of involvement in community activities and service projects
- ✓ 250-word essay demonstrating financial need
- ✓ 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 High 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. The Columbia Urban League awards a scholarship through the Brenda Jones Memorial Scholarship Fund each year.

How the Scholarship Got Its Name

In 1996, after veteran news anchor Brenda Jones passed away, WWDM renamed the scholarship 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 and 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: *What suggestions do you have to engage more young people in the political process?*

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
- ✓ 250-word essay demonstrating financial need
- ✓ Copy of your college or university acceptance letter
- ✓ Two letters of recommendation
- ✓ 500-word essay on the topic: *What suggestions do you have to engage more young people in the political process?*

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