



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**

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Last Name

First Name

Middle Initial

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Street Address

City

State/Zip

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Home Telephone #

Social Security #

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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)

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## Work Experience

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

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## Achievement

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

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## 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?

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What is your anticipated major? \_\_\_\_\_

What influenced you to choose your anticipated college major?

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## Goals

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

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## 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.**