

Reimagining the towering presence of John Best, or “Brother John” as he is affectionately known, one not only perceives his imposing stature at 6’8” but is also enveloped by the immense warmth and compassion emanating from his colossal heart. His profound love for his community has rendered him an indispensable treasure to the vibrant city of Memphis.

Currently steering the ship as General Manager for the Department of Broadcast Services (88.5 FM & CI9-TV) of Shelby County Schools, Brother John has been the heartbeat of The Voice of SCS since 2019. His visionary leadership has revolutionized the platforms, transforming them into dynamic arenas where students unleash their creativity in radio, TV, photography, podcasts, graphic arts, and all forms of digital media. This metamorphosis allows students to navigate the real-world waters while anchoring their learning in quality public school education.

A luminary in his own right, Best’s journey began at Whitehaven High School, his talent in basketball shining brightly. A journey through Tennessee Tech on an athletic scholarship saw him garner accolades like the Golden Eagle Award, etching his name on All-OVC, NABC All-Region, All-District, and Basketball Weekly All-Region teams. His athletic odyssey continued through a 20-year career, gracing the NBA and international arenas, before he bid adieu to sports in 2007 to embrace his passion for nurturing the youth.

Returning to Memphis as a beacon of hope and inspiration, Best served as a school resource officer, before transitioning to the role of a digital media teacher and eventually, infusing new life into the Department of Broadcast Services. As a revered on-air personality, he crafts compelling content and initiatives, and orchestrates community events, each weekday from 5 p.m. – 8 p.m.

Best pioneered the #ibelieveinSCS movement in response to a surge in student violence reports, earning accolades for introducing live-streamed high school graduations and hosting enlightening discussions around blockbuster movies. His innovative approaches even won him an invitation to a leadership conference at Apple Headquarters.

88.5FM the proud recipient of the Tennessee Radio Hall of Fame Luther Award, celebrating the community impact of 88.5 FM, under his leadership. John Best lives by the mantra “Be, Do, Have”, weaving it into the fabric of his daily life as a testament to the transformative power of hard work and positive energy. He is a relentless advocate for youth empowerment, continually seeking avenues for students to refine their talents, potentially paving the way to illustrious media careers.

In every stride, Brother John exemplifies not just the height of his physical stature, but the depth of his commitment to uplift and inspire, etching indelible marks of positive change and hope in the hearts of all he touches.

