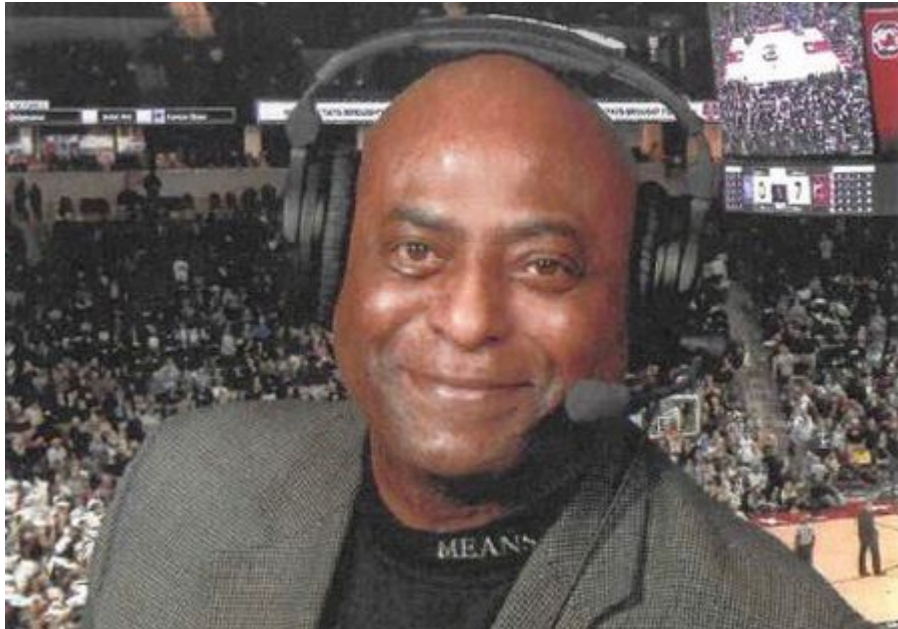


# Former S.I. hoopster Demetrius Means eyes next level in sports broadcasting

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Demetrius Means, who was a starter on McKee's PSAL city basketball finalist squad in 1977, moved to Virginia 25 years ago and has been a sportscaster/talk show host ever since. (Courtesy of Yours Truly Photography)

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If there was ever a person who took advantage of being at the right place at the right time, it was Demetrius Means.

The former Staten Island resident, who was a starting forward on one of the best high school basketball teams this borough has ever produced, moved to Virginia on Christmas Eve 1994. A short time later, Means found himself at a high school hoops game near his new home when he struck up a conversation with a local analyst.

The man wound up asking him how he knew so much about the game.

"I told him, 'I played on a team that was one of the best in New York City ... played against guys like Vinnie Johnson and Albert King,'" said Means, who was on the McKee HS team that advanced all the way to the PSAL city championship game before losing a close

The rest, as they say, is history.

Means eventually took over for the analyst and wound up finding his niche. The Lancaster, Va., resident, who has been happily married to wife Patricia -- a one-time principal who was promoted to Director of Student Services with Richmond (Va.) County Schools --- for 35 years, has been either analyzing sports for local HS games or hosting sports talk shows for the last quarter-century.

In fact, he's worked as an analyst for such sports as basketball, football and baseball games on the high school and college level at 101.7 Bay FM the entire time. Along the way, he's done a whopping 468 games and hosted The Demetrius Means Sports Show and Coaches Corner.

Means and fellow sportscaster Carroll Lee Ashburn had worked together for 22 years when they were cited for Outstanding Sports Coverage for the Lancaster HS boys' state basketball championship game from the Virginia Association of Broadcasters at the organization's 81st annual Summer Convention for the second time two years ago. They were also tabbed in 2011.



Demetrius Means, right, had Mickey Burns, his former McKee HS boys' basketball coach, as a guest on one of his sports talk shows back in 2005. (Courtesy of Mickey Burns)

Suffice it to say, the West Brighton native enjoys what he's doing.

"From the time I was 12-years-old, I fell in love with Marv Albert -- I watched and listened to him and wanted to be just like him," said Means, who does a dead-on impersonation of the sportscasting icon. "I've worked on my craft for many years. I still love doing it after all this time. I still have a very positive attitude toward my job."

Means, who includes Ted Marchibroda, James Brown (CBS Sports) and Larry Holmes among his most prominent interviews, said he's always considered a move to the next level, but thought twice about it because he didn't want to sacrifice being around for his children.

However, his son, Demetrius Means II, a pre-school teacher in Charlotte, N.C., and daughter, De'Ane Means, a therapist in Jacksonville, Fla., are 33 and 28 now, respectively. He now has the time and the same itch to get to the next level and is planning to move forward with his quest.

"So many different program directors and vice presidents said different things. They think I have a lot of passion, energy and enthusiasm for the job," said Means. "My dream job has always been to broadcast on the next level, either at a major network or some sort of one-on-one sports show.

"I'm knocking on the door," he insists. "I'm so close and have a good feel for it and I'm just waiting for that door to open now.

"I've been putting a portfolio together and I'm going to hire an agent to represent me," he added. "I have a lot of faith that will get me to where I want to go. I've had this passion since I was 12 and I'm never going to give up."



Demetrius Means (23), a two-year varsity player, averaged approximately eight points and eight rebounds per game as a senior for McKee. The Seagulls, of course, advanced to the PSAL city basketball championship game during the 1976-77 season. (Staten Island Advance)

Means, meanwhile, hasn't forgotten about his time with the Seagulls. He still carries with him the lessons he learned from guys like former McKee boys' basketball coach Mickey Burns.

In fact, the lefty-shooting Means, who averaged approximately 8.0 points and 8.0 rebounds a game as a senior, says he learned an awful lot from just being on the stacked Seagulls team during the 1976-77 campaign.

"I learned everything from being on that team. Work ethic, discipline, everything," he says proudly, noting McKee's team had an abundance of talent that included the likes of

Kenny Page, Clarence McNatt, Wade Cress and Steve Robinson. "Mickey Burns taught me so much. He was a true mentor and I'm still very close to him.

"As for the team, we played unselfishly. We hung out together and partied together," the 6-foot-1 1/2 Means laughed, noting he attended SUNY-Geneseo for a while after high school, but didn't play because of an injury. "We were very close."



Demetrius Means, right, and long-time 101.7 Bay FM partner Carroll Lee Ashburn were tabbed for Outstanding Sports Coverage for the Lancaster HS boys' state basketball championship game two times in seven years, including 2011 and 2018. (Courtesy of Demetrius Means)

And as he tries to make the jump to the next broadcasting level, Means says he'll always remember where he came from too.

"I'm proud to be from Staten Island," said Means, who was one of nine children to Marion and Clarence Means. "I was born and raised there and I learned so much living there and actually, it was the greatest life-teaching experience."

One he hopes will land him his dream job someday.