

advertisement | your ad here

HELP **KRAFT** DONATE  
**20 MILLION MEALS**  
TO FEEDING AMERICA

ROLLOVER AND WE'LL DONATE A MEAL

home of the

Subscribe to the weekend Chronicle

Search



SFGate



Web Search by YAHOO!



Businesses | Advanced

Sign In | Register

Movies Music & Nightlife Performance Art Events Books TV & Radio Horoscope Comics Games Things To Do



## Brian Copeland genuinely thrilled with '7Live'

Peter Hartlaub, Chronicle Pop Culture Critic  
Saturday, September 25, 2010

PRINT E-MAIL SHARE COMMENTS (17)

FONT | SIZE: - +



Carlos Avila Gonzalez / The Chronicle

Brian Copeland, who scored a huge hit with "Not a Genuine Black Man," hosts new show "7Live" on KGO-TV.

View Larger Image

"Time to start the conversation."

0

Brian Copeland says that's the first thing in his head when he wakes up in the morning, often as early as 5 a.m. He's gathering information off the radio as he gets breakfast ready for himself and his 15-year-old son, and everyone is working as he drives the teen to school.

33

share

"I've got the kid sitting next to me with a notepad taking notes for me," Copeland says. "He's like my stenographer. 'Oh, that's a great one. Write that down. I can do something on that!' I drop him off, and I come in to work, and I'm still picking up stories. The conversation goes on the entire day."

Copeland has been hustling for decades, first as a stand-up comic, and for the past 19 years as a talk show host on KGO, with a slot on Sunday mornings and as the regular fill-in for stalwart Ronn Owens.

Copeland's one-man show, "Not a Genuine

Black Man," was supposed to last six months. Six years later, he's still performing "Genuine" as far away as [Washington, D.C.](#), and New Orleans.

And last week the single father of three dived into perhaps his biggest challenge, "7Live," an hourlong hybrid talk/interview/news/commentary hour on [KGO-TV](#) that makes ample use of social networking.

Copeland had vowed to stay off live television after a 1990s stint as a KTVU morning-show co-host and weatherman that he says was a good job but a bad fit. He was skeptical when he received a cell phone call from KGO news director Kevin Keeshan about "7Live" earlier this year.

"I felt that the possibility was remote," Copeland says. "'Genuine' changed everything. I

### Galleries

1-3 of 21



Hard rock jewelry: Loving the rough...



16 recipes for Oktoberfest



Folsom Street Fair

advertisement | your ad here

The Club

Replay Video

MOST READ MOST E-MAILED MOST COMMENTED

- Giants beat Diamondbacks 4-2
- Laytonville woman charged with feeding bears
- Brown, Whitman get in plenty of jobs at debate
- Forgive me I do not like The Arcade Fire
- Execution: Expiration date near for death drug
- Jack in the Box plans to close 40 stores
- Cal cuts sports: baseball, gymnastics, lacrosse

### FROM OUR HOMEPAGE



#### Feeding bears by the ton?

This Mendocino woman allegedly ordered 6,000 lbs/mo. of food for the local bruins. She's charged.

Comments & Replies (178)

had reached this point in my career where I had control over what I do. In radio they let me do what I want. As long as I don't say one of the seven words, I'm fine. ... I didn't want to go back to a position where I have a boss who is telling me what I can or can't do."

But the more he heard about "7Live," the more he saw an opportunity.

"At first I thought 'Man, are you going to do a live show in this economy? Are you nuts?' Because everyone else is cutting everything," Copeland says. "The fact that they were willing to do it was exciting (and) daring. Because nobody does this anymore."

### Wide-ranging mix

The show offers a buffet of news, entertainment and commentary, sprinkling the whole thing with hefty doses of [Facebook](#) and Twitter comments and the occasional [YouTube](#) clip. In one recent show, Copeland and his co-hosts, Jennifer Jolly and Lizzie Bermudez, cover everything from PG&E's role in the San Bruno pipeline explosion to Twitter accounts for dogs. Future shows will feature live advertisements incorporated casually, much like the live Sleep Train or Amici's Pizzeria spots common to talk radio.

The X-factor is the studio audience, a group of 20 guests called the "Voicebox," which is where Copeland seems to excel. The job taps strongly into his stand-up comedian roots, whether he's warming up the audience before the show or thinking on his feet and trading quips with the audience during the program.

"He has the unusual ability to entertain and inform at the same time," says "7Live" executive producer Maggie Baxter. "He's very engaging."

Ronn Owens says Copeland was memorable from the moment they met - at first with a spot-on imitation of fellow KGO host [Ray Taliaferro](#).

"He was a young guy who listened to a station that usually doesn't have a lot of young listeners," Owens remembers. "He got the format and he was obviously eager and he wanted to do something. I just liked him. We clicked on a friendship basis."

Copeland says he was "taught by the best" in local broadcasting. That starts with former KITS host Alex Bennett, who had Copeland on the air for five years. Former KGO anchor [Jim Dunbar](#) is a close friend. Copeland says he learned live TV from Ross McGowan, who is the godfather of Copeland's son Adam.

Copeland is careful not to bash KTVU and says the people he worked with during five years on "Mornings on 2" were great. But he said that outside of a daily commentary, he had little control over what he did. Typecasting was also an issue.

"I had been doing this edgy, political stand-up," Copeland remembers. "I hated the fact that I would go to do stand-up, and now I'm not taken seriously. 'What's the weatherman doing up there?'"

### Creative license

Not a problem with "7Live," where Copeland says he has creative license. During a recent show, he decided to stretch out his interview with child-safety activist Ed Smart. A segment focusing on the Oakland Police Department was dropped. During the Thursday show, he showed some comic outrage. "Lighten up!" he shouted at the screen, after covering a "Sesame Street" decision not to air singer Katy Perry's duet with Elmo



**A Victorian on Lake St.**  
This 3-bedroom flat in SF's Inner Richmond looks onto Mountain Lake Park, costs \$1.1M. [Walk-Through.](#)



**Giants win, Padres lose!**  
S.F. expands NL West lead.  
[Comments & Replies \(309\)](#)  
[Linccum start moved up a day](#) | [Beat](#) | [Ticket sales, prices up](#)

### Top Jobs

PROVIDED BY **hotjobs**  
by monster

◀ **ADMINISTRATIVE** ▶  
SECRETARY II Company Napa



[More Jobs »](#)

### REAL ESTATE



#### Beat the heat by pool crashing foreclosed homes?

Who do we know that has home with a pool? One option is to find a vacant, foreclosed home with...

Things you think add value to your home

because parents claimed she was too scantily clad.

Copeland says his secret weapon is his obsession with local news, a trait he shares with Owens. Copeland grew up in San Leandro - his experiences as a black youngster in a mostly white town fuel "Genuine" - and has raised three children, including an older son and daughter who are in college.

Owens, who calls Copeland one of his best friends, still likes to razz the younger broadcaster. Asked what he's learned from Copeland, he answers this way: "I've learned about how to have a dinner with somebody and never have to worry who's going to pay, because (I'm) going to pick up the check," Owens quips. "Now with this show, he's promised to take me out. And I can order anything I want from McDonald's ..."

Copeland is full of one-liners, too, but he stays mostly serious when he talks about his new show. When it's time to start the conversation, he doesn't joke around.

"The thing that I say about this show is that it's a living, breathing organism," Copeland says. "It's going to change and it's going to evolve. There are little surprises and neat little things that we haven't discovered yet. And that's cool."

**7Live:** 3 to 4 p.m. weekdays on KGO-TV. The show also streams live at [abclocal.go.com/kg0](http://abclocal.go.com/kg0).

E-mail Peter Hartlaub at [phartlaub@sfgchronicle.com](mailto:phartlaub@sfgchronicle.com).

This article appeared on page **E - 1** of the San Francisco Chronicle

PRINT E-MAIL SHARE

0 33 f share



Subscribe to the San Francisco Chronicle and get a gift:

- Sunday + a \$15 gift card
- Fri-Sun + a \$15 gift card
- Mon-Sun + a \$25 gift card

Select an offer

Read More

Powered by one spot

From SFGate.com:

TV host Maher shows another O'Donnell clip  
9/25/2010

Japanese man says hack was to help Twitter  
9/24/2010

Nellie King Solomon at Brian Gross gallery  
9/24/2010

Rolle defends his criticism of Giants leadership  
9/22/2010

Oft-mocked NY gov. gets in jabs of his own on SNL  
9/26/2010



Imagine Turning \$97 into \$6795  
Sacramento :Mom spills secret on how she makes \$6795/mo part time.

\$500,000 in coverage for \$34.44 a month  
Life Insurance is the Best Way to Protect Your Family



ADVERTISEMENT

From Around the Web:

Radio talk-show host games Google Trends  
9/22/2010 — CNET News.com

Watch Live: Brian Williams Hosts Teacher Town Hall  
9/26/2010 — NBC New York - Local Beat

Smallville's Brian Peterson: "Everything Is Possible" in the Final Season  
9/24/2010 — Seattle Post-Intelligencer: Most Read  
COMMENTARY: Even crowns won't cure everything for unpopular athletes  
9/27/2010 — Sports

Related Topics: Stand-up comedy, Talk radio, YouTube, Washington, D.C., Sesame Street, KGO-TV, Child, Facebook

Agent selling 2-unit Marina property  
Jerry Garcia's house being sold in Nicasio

Featured Property



233 Stonewall Rd Berkeley, CA 94705-1418  
BERKELEY  
\$1,720,000  
4 Beds, 3.3 Bath  
Zephyr Real Estate  
More Properties

Search Real Estate »

CARS



New-design 2011 XJ a different breed than its predecessor  
The new-breed XJ completes Jaguar's modern showroom and, the carmaker believes, greatly...

Hyundai recalls 139,500 Sonatas  
BMW coupe a cult classic  
Lexus expanding its hybrid lineup

Featured Vehicle



2008 Subaru Impreza WRX  
\$20,999  
Carlsen Subaru  
Details | Similar Cars

Search Cars »



Adorable Ragdoll kittens



Sony Ericsson Aino Unlocked



AKC CHOCOLATE LAB - SPOILED ROTTEN RUNT



Tarroo - Built To Scale

Browse ads | Place an ad »





### Add Your Comment

#### New to the site?

To use commenting, you need to sign up.

[Register](#)

#### Already a member?

Please log in. [\(Forgot Password?\)](#)

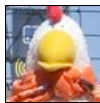
Username

Password

Remember Me

[Sign In](#)

### Most Popular Comments



**Akit** 8:48 AM on September 25, 2010

Just last week, I saw Brian Copeland's "Not a Genuine Black Man" at SF State and it was a very good show with a mix of comedy and emotions. Good for him to get back on the local TV scene.

[REPLY](#)

[\(10\)](#)

[\(3\)](#)

POPULARITY: 7



[\[Report Abuse\]](#)



**Uncle\_Winky** 2:41 PM on September 25, 2010

I really like this guy. I wish he would change his mind and go full time on KGO.

He's charming, intelligent, and humble.

SFGate's Zennie should take note and try to emulate. On second thought, he would never make it.

[REPLY](#)

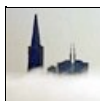
[\(7\)](#)

[\(3\)](#)

POPULARITY: 4



[\[Report Abuse\]](#)



**fuchito** 11:08 PM on September 25, 2010

YES YES YES! Aside from Herb Caen coming back to life, Brian is a much needed figure back in the Bay Area TV scene! Right on KGO!

[REPLY](#)

[\(3\)](#)

[\(0\)](#)

POPULARITY: 3



[\[Report Abuse\]](#)

[View Comments \(17\)](#)



**Dead black bear by San Leandro deli**



**Fundraising stuff schools should sell**



**Morford: I do not like Arcade Fire**



**Does your dog need a flu shot?**



**16 recipes for Oktoberfest**

#### Ads by Yahoo!

##### Copelands Employment

Found: 165 Local Copelands Jobs. Hiring Now - Apply Today. (Hiring.FreeJobEngine.com)

##### Copelands Work (Hiring)

Found: 165 Local Copelands Jobs. Hiring Now - Apply Today. (www.FreeJobFinder.org)

##### Copeland W Thomas PA

Info you need. Connect with Copeland W Thomas PA. (QuickYellow.com)

[Home](#) [News](#) [Sports](#) [Business](#) [Entertainment](#) [Food](#) [Living](#) [Travel](#) [Columns](#) [Buy & Sell](#) [Jobs](#) [Real Estate](#) [Cars](#) [Site Index](#) [\[return to top\]](#)

**Advertising Services:** [Place a Classified](#) [Advertise in Print](#) [Advertise Online](#) [About Our Ads](#) [Public Notices](#) [Local Businesses: Business Directory](#)

**Reader Services:** [Home Delivery](#) [Subscribers](#) [E-Edition](#) [Mobile](#) [RSS Feeds](#) [Newsletters](#) [Feedback](#) [Buy Photos](#) [FAQ](#) [Corrections](#) [Get Us](#)

**Company Info:** [Contact Us](#) [Hearst Corp.](#) [Privacy Policy](#) [Terms and Conditions](#) [Work for Us](#) [Chronicle in Education](#) [Events & Promotions](#) [Submissions](#)

© 2010 Hearst Communications Inc.

**HEARST** newspapers