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'Tm With COCO' Campaign Fires Up Facebook Support for Conan

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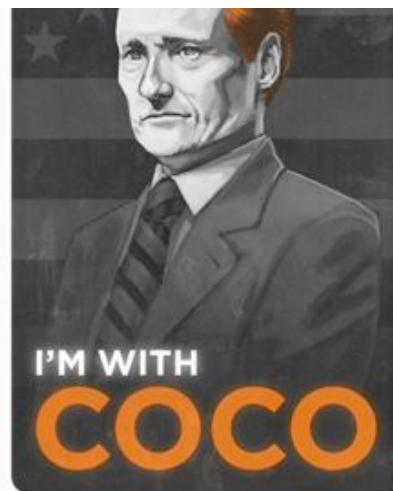
by [Caleb Johnson](#) — Jan 14th 2010 at 3:10PM

If you've missed [the recent late-night imbroglio at NBC](#), you have missed a great deal of comedy, and some tragedy. The shakeup, which involves bumping [Conan O'Brien](#) to the midnight time slot, and moving Jay Leno back to his old time slot for half an hour, has been widely



panned by the media and the online community alike. So what's the best way to fight back against the suits at [NBC](#)? A good old-fashioned [social networking](#) campaign should do the trick.

[According to Mashable](#), many [Facebook](#) users are changing their profile pictures to an illustration, featuring a stoic O'Brien standing in front of an American flag, that reads "[I'm With COCO](#)" at the bottom. The image was created by artist and late-night TV fan Mike Mitchell as a way for others to show their support for the fire-headed comedian. The trend has intensified so much that, [according to TMZ](#), even some "[Tonight Show](#)" staffers and other NBC employees have switched their profile pics to the image.



Don't expect [TV](#) execs to give O'Brien his old time slot back just because of this. However, some good can happen from it. You can buy an "I'm With COCO" T-shirt or print [from Mitchell's site](#), and part of the proceeds will go toward disaster relief in Haiti. Now, that's comedy with a cause. [From: [Mashable](#)]

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[mark3](#) said 6:19PM on 1-26-2010

For readers who are too young to recall - or maybe who weren't particularly interested, at the time - it might help to get some background on the whole Leno v. Letterman story. Read all about how Jay Leno acquired The Tonight Show hosting gig, way back in 1993.

<http://bit.ly/6FjAQq> (article from NY Times; 1994)

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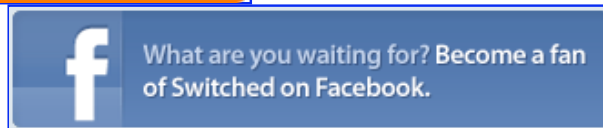


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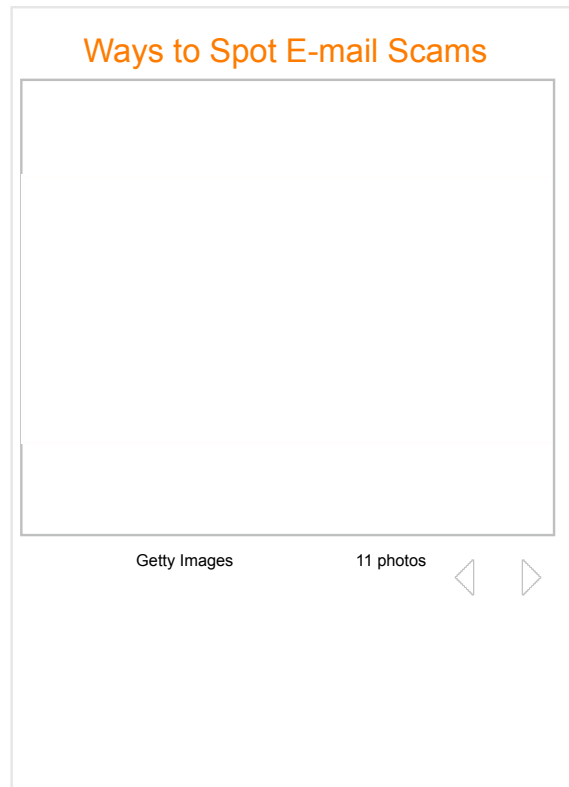
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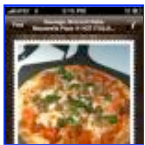


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