



## SOCIAL MEDIA TOOLKIT

***Bedlam*** premieres on *Independent Lens* Monday, April 13, tune in or stream, at 10/9c ([check local listings](#)) on PBS.

*Haunted by the death of his mentally ill sister, psychiatrist Ken Rosenberg takes on the role of filmmaker to examine a national health crisis. These are the poignant stories of people grappling with schizophrenia, bipolar disorder, and other chronic psychiatric conditions. Shooting over the course of five years, Rosenberg takes us inside Los Angeles County's overwhelmed and vastly under-resourced psych ER, a nearby jail warehousing thousands of psychiatric patients, and the homes — and homeless encampments — of people suffering from severe mental illness, where silence and shame often worsen the suffering.*

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**Companion Site:** <https://www.pbs.org/bedlam>

**Official Hashtag:** #BedlamFilmPBS

**Streams on PBS Video:** <https://to.pbs.org/2wSvRJK>

**Social Assets:**

- Google Drive: <http://bit.ly/338qrbh>
- Web Download: <https://to.pbs.org/2wPovab>

**FACEBOOK:**

What happens when mental health care becomes mental health detention? Tune in or stream @BedlamTheFilm - Monday, April 13 on @PBS.

<https://to.pbs.org/2D5Vb2k>

These are the intimate stories behind one of the greatest social crises of our time. Tune in or stream @BedlamTheFilm - Monday, April 13 on @PBS.

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Go inside a vastly under-resourced psych ER and a nearby jail, where thousands of people suffering from severe mental illness wait on solutions from policy makers. Tune in or stream @BedlamTheFilm - Monday, April 13 on @PBS.

<https://to.pbs.org/2D5Vb2k>

Massive federal defunding shuttered mental institutions across the country from the 1950s to the 1980s, leaving a skeletal support system in their place. Tune in or stream @BedlamTheFilm - Monday, April 13 on @PBS.

<https://to.pbs.org/2D5Vb2k>



“For centuries, we, individuals and families living with serious mental illness, have suffered in silence and shame. We can no longer be ashamed, and we can no longer stay silent.” - Dr. Ken Rosenberg. Tune in or stream @BedlamTheFilm - Monday, April 13 on @PBS.

<https://to.pbs.org/2D5Vb2k>

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## **TWITTER:**

What happens when mental health care becomes mental health detention? Tune in or stream #BedlamFilmPBS - Monday, April 13 on @PBS. <https://to.pbs.org/2D5Vb2k>

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“For centuries, individuals and families living with serious mental illness have suffered in silence and shame. We can no longer be ashamed, and we can no longer stay silent.” - @drkenrosenberg. Tune in or stream #BedlamFilmPBS - Monday, April 13 on @PBS. <https://to.pbs.org/2D5Vb2k>

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## **INSTAGRAM:**

Monday, April 13 on #IndieLensPBS [Link in @IndependentLens bio]

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