Previous studies have examined the impact television has on beliefs and attitudes of viewers regarding mental illness. The current study represents a content analysis of 689 television shows, including 14 different program types (7 fiction, 7 nonfiction) that were videotaped between 2011-2016 for the Center for Research on the Effects of Television (CRETV) archive at Ithaca College. More than 60% of the programs contained one or more mental illness incidents or language, including a wide range of euphemisms for mental illness (e.g., “crazy,” “nut-job,” “whacko,” “totes cray”) that were applied to human and non-human characters as well as to situations and objects. This analysis explores how those euphemisms are used to reinforce derogatory perceptions of mental illness, and to compare the “world” of mental illness on television with statistics about mental illness in the real world (e.g., the frequency and types of different mental illnesses, the demographics of those diagnosed with mental illnesses). Results showed a high incidence of derogatory euphemisms (especially on sitcoms, children’s and teen shows) frequently portrayed in a humorous and negative context. Television also portrays mental illness very generally, and underrepresents children, teens, older adults, and people of color with mental illness, including addiction.