

**HINDSIGHT** *continued*

Gray only was able to match his predictions against actuality in 90 cases because *Tammy Grimes* died so precipitously she left no three-month rating record behind her. (In fact, she didn't leave even one month's rating.) In only three of these 90 cases were his guesses more than five rating points off. His worst miss was with *Garry Moore*, which he overestimated by seven rating points. Gray predicted a middling 42d rank for *Moore* but *Moore* surprised him (and CBS, too, for that matter) by plunging nearly to the bottom of the heap, placing 87th. The comeback trail apparently is strewn with more boulders than bouquets. Gray, himself, believes he gave too much weight to CBS preseason publicity that said the show would not be just another variety program but would try new, exciting things. That it did not.

The other two shows he was more than five rating points wrong about were *The Man Who Never Was*, which fell six points below his estimate, and *Batman I*, which he overestimated by 5.2 points. When shows fail to live up to expectations by such a margin, there is usually more than one force at work. For example, *Man Who Never Was* followed *The Monroes* on ABC's Wednesday night sched-

ule, and *The Monroes* also drew less of an audience than Gray thought it would and thus provided a disappointing lead-in. And then *Bob Hope Chrysler Theater*, which NBC slotted in the same time period as *Man Who Never Was* did even better than expected, further depressing the rating of *Man Who Never Was*. To go into even more microscopic detail about this: One of the reasons why *Bob Hope Chrysler Theater* did so well was that, during the three months under survey, there was more Hope and less drama than was usual for that series—and it is Hope that draws the bigger audience. Normally there are three Hope specials out of the 12 programs, but during October-November-December one of the dramas was pre-empted and an additional Hope was slotted, making the ratio four Hopes out of 11.

If Gray misjudged only three shows out of 90 by more than five rating points, how did he do with the other 87 shows? He predicted 37 of the season's 90 programs within one rating point (or 41% of the total); 57 of the shows within two rating points (or 67%); 73 of the programs within three points (81%), and 83 of the shows within four points (92%).

(It is possible to compare these predictions with those derived by chance to see whether the educated nature of

## THE SEASON IN THREE PARTS: HOW IT TURNED OUT

### TOP THIRD

Actual Rank	Program (Predicted Rank)	Actual Rating	Predicted Rating
1	Bonanza (1)	31.4	29.6
2	Red Skelton (2)	27.3	26.3
3	Lucy Show (3)	26.0	26.2
4	Andy Griffith (4)	25.8	25.6
5	Jackie Gleason (16)	24.6	22.0
6	Green Acres (6)	23.7	24.7
7	Beverly Hillbillies (7)	23.5	24.1
8	Bewitched (8)	22.5	23.8
8	Sat. Night At The Movies (32)	22.5	19.7
10	Ed Sullivan (9)	22.0	23.1
10	Get Smart (10)	22.0	23.0
12	Daktari (18)	21.9	21.1
12	Walt Disney (14)	21.9	22.2
14	Bob Hope/Chrysler (54)	21.7	18.3
14	Gomer Pyle (5)	21.7	25.0
14	Lawrence Welk (22)	21.7	20.8
17	Rat Patrol (59)	21.4	18.0
17	Virginian (28)	21.4	20.0
19	My Three Sons (15)	21.3	22.1
20	Family Affair (56)	21.0	18.1
21	Tues. Night At The Movies (49)	20.8	18.5
22	Lassie (17)	20.7	21.7
23	I Spy (28)	20.6	20.0
24	Sunday Night Movies (43)	20.5	18.8
25	Friday Night Movies (51)	20.4	18.4
26	Hogan's Heroes (22)	20.0	20.8
27	Daniel Boone (38)	19.9	19.1
27	Thursday Night Movies (37)	19.9	19.2
29	Dean Martin (56)	19.8	18.1
29	Man From U.N.C.L.E. (12)	19.8	22.5

### MIDDLE THIRD

Actual Rank	Program (Predicted Rank)	Actual Rating	Predicted Rating
31	FBI (27)	19.6	20.3
31	Petticoat Junction (19)	19.6	21.0
33	Gunsmoke (19)	19.5	21.0
34	I Dream Of Jeannie (31)	19.4	19.8
34	Lost In Space (38)	19.4	19.1
34	Peyton Place I (34)	19.4	19.6
37	Batman II (11)	19.3	22.6
38	Tarzan (49)	19.1	18.5
39	F Troop (22)	18.8	20.8
39	Iron Horse (67)	18.8	17.0
41	Felony Squad (65)	18.6	17.3
42	Voyage To The Bottom Of Sea (47)	18.4	18.7
43	Occasional Wife (61)	18.1	17.9
44	Big Valley (82)	18.0	15.0
45	That Girl (43)	17.9	18.8
46	Flipper (40)	17.8	19.0
46	Run For Your Life (65)	17.8	17.3
48	Dating Game	17.7	—
49	Monkees (61)	17.6	17.9
50	Hey, Landlord (26)	17.5	20.4
50	Hollywood Palace (64)	17.5	17.4
52	Gilligan's Island (51)	17.4	18.4
52	Star Trek (59)	17.4	18.0
54	Combat (79)	17.2	15.5
54	Wild, Wild West (55)	17.2	18.2
56	Batman I (13)	17.1	22.3
57	Andy Williams (69)	16.6	16.7
57	Girl From U.N.C.L.E. (51)	16.6	18.4
59	It's About Time (25)	16.5	20.6
60	Peyton Place II (43)	16.4	18.8
60	Pistols 'n Petticoats (69)	16.4	16.7
60	Run, Buddy, Run (28)	16.4	20.0