

From Mercury to Mars: War of the Worlds and the Invasion of Media Studies from Antenna

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Abstract

Our #WOTW75 hijinx are behind us, dear listeners, but our series on the radio work of Orson Welles, *From Mercury to Mars*, continues with several posts stretching into the new year.

Keywords

Music (Subfield), Archival, Film/Movies/Cinema, *From Mercury To Mars*, Listening, Nostalgia

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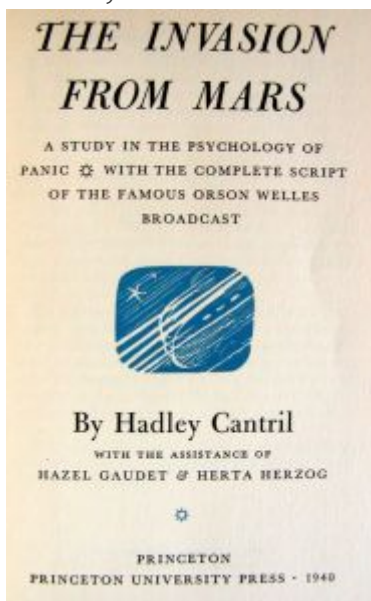
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Our [#WOTW75](#) hijinx are behind us, dear listeners, but our series on the radio work of Orson Welles, **From Mercury to Mars**, continues with several posts stretching into the new year. This week, our partner blog [Antenna](#) published a fascinating look at how social research into the WOTW audience both synthesized and catalyzed a whole set of approaches of social research about media effects. Drawing on some original research into the personal letters of Princeton researcher Hadley Cantril, Catholic University Professor [Josh Shepperd](#) tells the story ...

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“The day after the ‘War of the Worlds’ broadcast, a request came from Frank Stanton’s



employer – the Columbia Broadcast System (CBS) – for an opportunity to test their new ‘technique.’ Cantril wrote in one personal letter: ‘when the broadcast of October 30 occurred, with its responses in mass hysteria over a wide area, the Princeton researchers recognized that here was a perfect opportunity for their inquiry.’ On the Wednesday following the broadcast two field workers began the first Mass Communications research canvass—in Orange, New Jersey. They visited the homes of 30 persons who were known to have listened to the broadcast, while other researchers began to tabulate statistics from other sites ...”

[Reblogged from [Antenna](#)]

The **M2M** series is becoming quite an archive. To catch up, here are some links.

- [Here](#) is “Hello Americans,” **Tom McEnaney**’s post on Welles and Latin America
- [Here](#) is **Eleanor Patterson**’s post on editions of WOTW as “Residual Radio”

- [Here](#) is “Sound Bites,” **Debra Rae Cohen**’s post on Welles’s “Dracula”
- [Here](#) is **Cynthia B. Meyers** on the pleasures and challenges of teaching WOTW in the classroom
- [Here](#) is **Kathleen Battles** on parodies of Welles by Fred Allen.
- [Here](#) is **Shawn VanCour** on the second act of War of the Worlds
- [Here](#) is the navigator page for our **#WOTW75** collective listening project
- ... And [here](#) is our podcast of **Monteith McCollum**’s amazing WOTW remix.

*In two weeks, check this space for a new essay by Northwestern University Professor **Jacob Smith** on the radio play that connoisseurs have long felt to be hands down Welles’s best radio work, “[Hell on Ice](#).”*

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