

= Whedonesque.com =

Whedonesque.com ( also referred to as Whedonesque and spelled in the site 's logo as WHEDONESQUE ) is a collaborative weblog devoted to the works of Joss Whedon . At its inception in 2002 , Whedonesque covered Buffy the Vampire Slayer and Angel , but has since expanded to follow Whedon 's professional output , as well as the careers of cast and crew associated with Whedon projects . Since 2004 , the site has been recognized in other media outlets by awards and citations of Whedon 's writings originally posted to Whedonesque .

Beyond simply being an informational site , Whedonesque has been referenced in books and cited in academic papers . It is used by marketers to drum up interest in Buffy products and by comic book editors to gauge reader reactions . Whedon has occasionally posted his personal political views to the site , such as during the 2007 ? 2008 Writers Guild of America strike . This led some to mistakenly believe that Whedonesque is Whedon 's personal or official site and prompted some fans to take up the writers ' cause .

Posters to the site are usually referred to as " Whedonesquers " . User registration is required to post , but is often closed .

= = History = =

= = = Origin : 2002 through 2003 = = =

Whedonesque was started in mid @-@ 2002 by Caroline van Oosten de Boer , who remains the site owner as of February 2009 , and Milo Vermeulen . Whedonesque started with a set of rules designed to mandate linking to external sites , encourage civil conduct , discourage copyright violations , and minimize discussion of perpetually contentious issues . The first print media mention of Whedonesque was a one sentence blurb in USA Today a month after its launch . In 2003 , it was cited as one of two top Buffy Internet sites in an article commemorating the show 's end .

= = = Growth : 2004 through 2006 = = =

The site 's popularity grew even further once Whedon himself started posting . Whedon first acknowledged reading Whedonesque in late 2004 , and the account ' joss ' was created for his use on August 15 , 2004 . Whedon 's first post directly to the site was on April 27 , 2005 , announcing preview screenings of Serenity . He later extended his involvement , using the site as a means of communication with fans on topics including his own fandom of Veronica Mars , the canonicity of Buffy Season 8 comic books , and status updates on his projects . Through the use of tagging , Whedonesque maintains a list of threads Whedon has started or in which he has posted . In 2006 , Angel : After the Fall comic book author Brian Lynch began posting to Whedonesque as well .

Late 2004 saw the first two recognitions of Whedonesque.com by major Internet media . On November 22 , 2004 , Whedonesque was selected as SciFi.com 's Site of the Week , which commented " first @-@ rate weblog on all things Joss @-@ related " that " has very clearly laid @-@ out guidelines for posting and a solid policy on how to label spoilers . " On December 14 , 2004 USA Today 's Pop Candy selected " the Whedonesque gang " as the 70th of its " top 100 people of 2004 " , calling it " ... comforting to visit Whedonesque.com each day , where piles of links are posted by my fellow Joss Whedon obsessives . " In 2005 , Whedonesque was cited as a case study in marketing success .

= = = Recognition : 2007 through 2008 = = =

In early 2007 , Whedon announced the end of his relationship with the Wonder Woman movie in a Whedonesque post , which was directly cited in traditional media , including Reuters , the Los Angeles Times , and industry press . That year Whedonesque was also cited in much more modest

coverage of Whedon 's involvement with Runaways and The Office . In February 2008 , Whedonesque was cited as a source in a New York Times piece on Steven Brust 's Firefly novel , My Own Kind of Freedom . Later that year , Whedonesque was cited in mainstream media treatment of Dollhouse ( especially Whedon 's post explaining the new pilot ) and Dr. Horrible 's Sing @-@ Along Blog . The site was taken offline for a day by the attention prompted by the release of Dr. Horrible , resulting in the site 's movement from Pair.com , where it had originated , to Mediatemple.net. Unlike previous mainstream media mentions , Dollhouse and Dr. Horrible have garnered Whedonesque mainland European media attention . In August 2008 , Wired cited Whedonesque in its coverage of the YouTube leak of a demo reel for the never @-@ produced Buffy the Animated Series .

At the same time as major media outlets began noting Whedonesque.com as a source , it also received more recognitions , including The Times Online 's Blog of the Week , awarded to Whedonesque on March 4 , 2006 . The Times review stated that " All the latest news items , rumours and sightings concerning the one @-@ time wonder boy and the creator of Buffy the Vampire Slayer are logged daily by the kind of people who appreciate smart , sophisticated dialogue and plotting . " Whedonesque won SyFy Portal 's Genre Award for Best Web Site of 2006 , and was nominated for same award in 2007 , 2008 and 2009 . Entertainment Weekly selected Whedonesque as one of the 100 Greatest Websites on December 20 , 2007 . In May 2008 , EW selected Whedonesque as eighth on their list of 25 Essential Fansites , calling it " a reservoir of material about anyone who 's starred in ( or , it would seem , breathed near ) his nerd @-@ magnet projects : Buffy , Angel , and Firefly / Serenity . "

Whedon has used Whedonesque as a personal blog , comparing the Stoning of Du 'a Khalil Aswad to the Captivity advertising controversy . He also posted multiple messages during the 2007 ? 2008 Writers Guild of America strike . While Whedon has no official website , that role is sometimes erroneously attributed to Whedonesque.com , while other media outlets scrupulously describe the relationship between Whedon and the site .

= = = Institution : 2009 = = =

In 2009 , media websites continued to cite Whedonesque in discussions of Whedon 's work . In coverage of Dollhouse , Anna Pickard of The Guardian 's " TV & Radio Blog " called Whedonesque the " ultimate Joss @-@ fansite " and later quoted van Oosten de Boer and another Whedonesque administrator in a follow @-@ up piece , while Rick Porter of Zap2it referred to it as " the clearinghouse for all things Joss " . While an account for frequent Whedon collaborator Tim Minear had been created in 2005 , Minear himself first began posting to Whedonesque in March , 2009 . One of his first posts , regarding the " Epitaph One " episode of Dollhouse , was quoted by The Washington Post .

= = Impact = =

= = = Books and academic papers = = =

In addition to news outlets which have picked up stories and quotes from Whedonesque , the site has been referenced in a number of books and academic papers . It is cited as a general reference in The Physics of the Buffyverse and the Angel guide Once Bitten . Specific URL citations to Whedonesque posts are included in Reading Angel . Likewise , the academic Buffy studies journal Slayage has included papers which cited Whedonesque in issues 16 , 22 , 23 , and 25 . The issue 22 reference included URLs to specific topics and posts , which have been " permalinks " since the site 's inception . In September 2007 , Whedonesque was one website cited in an MIT masters ' thesis entitled Television 2 @. @ 0 : Reconceptualizing TV as an Engagement Medium .

There has been a positive reaction at Whedonesque to academic interest in Buffy and other Whedon works . Whedonesque maintains a category for " academic " posts , which includes notices

of public lectures , calls for papers , and academic analyses of Whedon projects . A separate category is maintained for Whedonesque posts about Slayage content .

= = = Marketing and fandom = = =

Even though site owner van Oosten de Boer stated that Whedonesque is " there to provide a service , not to influence anyone . " the site has been recognized by vendors as a place to gauge fan reactions to merchandise . In April , 2008 , Dark Horse Comics said it would release images of a later @-@ cancelled Buffy the Vampire Slayer tarot card set exclusively through Whedonesque . Buffy Season 8 comic editor Scott Allie wrote in his editorial column that he read Whedonesque for reactions to Buffy 's same @-@ sex encounter in issue 12 , while Duke University Press credits Whedonesque with helping to sell its Undead TV : Essays on " Buffy the Vampire Slayer " .

Whedonesque was one of six fan websites featured in Click Critics : The Power of Fan Websites , held May 19 , 2008 at The Paley Center for Media in New York . Other attendees included Lostpedia and Television Without Pity . The event highlighted six popular fan @-@ run websites focused on current media . One participant remarked that " The Paley Center itself is trying kind of hard to figure out what this whole blogging thing is , and doesn ' t quite get it , as evidenced by the fact that no urls appeared in the program for the event . "

= = = 2007 ? 2008 Writers Guild of America strike = = =

In late 2007 , Whedon 's posts about the 2007 ? 2008 Writers Guild of America strike prompted reader support for the writers which grew into a multi @-@ fandom movement dubbed Fans4Writers . The Wall Street Journal noted this novel use of Whedonesque and similar sites . Rolling Stone featured Whedonesque.com as one of four websites mentioned in " The Best Strike Writing " and Buffy writer Jane Espenson specifically credited Whedonesque readers for providing pizza to the striking writers .