

White Magic: Essays

ELISSA WASHUTA

Out March 15, 2022



Explore Washuta's witchcraft through colonization, heartbreak, addiction alongside Stevie Nicks, *Twin Peaks*, and *Oregon Trail II*.

In the aftermath of abuse, Washuta finds healing through the world of witchcraft in a collection of deeply personal, lyrical essays on mental health, colonization, indigenous spirituality, addiction, and heartbreak.

Throw away the starter witch box and dive into Elissa Washuta's discovery of witchcraft. After decades of seeing cheap facsimiles of Native spiritual tools and occult trends, she discovers the realities of the real spirit powers and desperation witchery of her dispossessed and discarded Cowlitz/Cascade and Appalachian ancestors. Unlike other witchcraft books, *White Magic* is not a spell book or recipe book but an insight into how her own personal and familial history with witchcraft helped Elissa Washuta deal with loss and alcoholism and connect with her ancestors.

Driven by questions like "What is my inheritance from my ancestors on both sides?" and "What moves into false realities are necessary in order to bear the truth that, as a Native woman, I am most endangered when I attempt to relax into romantic love under colonial rule?" *White Magic* creates a space to contemplate ancestry, land, and self.

ABOUT THE AUTHOR

Elissa Washuta is a member of the Cowlitz Indian Tribe and a nonfiction writer. She is the author of *Starvation Mode* and *My Body Is a Book of Rules*, named a finalist for the Washington State Book Award. With Theresa Warburton, she is co-editor of the anthology *Shapes of Native Nonfiction: Collected Essays by Contemporary Writers*. She is an assistant professor of creative writing at the Ohio State University. You can find her at <https://washuta.net/>.



ADVANCE PRAISE

"Beguiling and haunting . . . Washuta's voice sears itself onto the skin."

—The New York Times Book Review

"A fascinating magic trick of a memoir that illuminates a woman's search for meaning."

—Kirkus, Starred Review

"In brilliant, clear-eyed prose, Elissa Washuta maps a magical passage into (and back out of) the underworld, through knotty legacies of violence and longing and love. Part history, part riddle, part portal: this book worked on me like a spell. I've never read anything like *White Magic* and will be returning to it again and again."

—Claire Comstock-Gay, author of *Madame Clairevoyant's Guide to the Stars*



Book Details

\$17.95, Trade Paperback
ISBN: 978-1-95353-401-9
432 pages
5.5 x 8.5 inches
Nonfiction
No b&w/color images
Available at Powell's, Bookshop,
Indiebound, BAM!, Barnes & Noble,
Amazon, Hudson Booksellers, and
many more!

Marketing & Publicity Author Tour

3/15/22, Two Dollar Radio
Headquarters
(Columbus, OH)
4/1/22 Powell's Books
(Portland, OR)
4/3/22 Twede's Café
(North Bend, WA)
4/6/22 Elliott Bay Book Company
(Seattle, WA)
4/7/22 University of Washington
(Seattle, WA)
4/10/22 University of British Columbia
(Vancouver, British Columbia)
4/12/22 University of Victoria
(Victoria, British Columbia)
4/14/22 University of Toronto
(Toronto)

Awards

Finalist for the PEN Open Book Award
Longlisted for the PEN / Jean Stein
Award

Holidays & Themes

International Women's Day
Indigenous Peoples' Day



Excerpt

SOME GIRL AT SCHOOL ONCE had a mood ring. We girls were quiet about it the way we were quiet about the rolled waistbands of our uniform skirts, which we concealed with the loose overhangs of tucked-in polos. Both were kinds of witchcraft the nuns forbade: spells done with sacred tools, the conjuring power of our hips.

I bought a mood ring at the mall. On my finger, it turned from black to green and sometimes to orange when my hands filled with hot desire. A witch brings change to the seen world using unseen forces; a witch gestures through the veil between worlds. Wearing the ring, I saw my thoughts on my hand. This is how I learned I wanted witchcraft: by paying for something cheap.

Now thirty-three, I have crystals scavenged from places unknown and unimaginable after the rocks are tumbled, polished, and turned into tiny vessels to hold wishes and dread. The stones, I know, belonged to somebody's homeland. I worried about my crystals long before I read Emily Atkin's piece for the New Republic, which asks the reader, "Do You Know Where

Your Healing Crystals Come From?" In the article, business owner Julie Abouzelof says crystal sourcing is unclear in part because of "the deep, psychological construct of the mining industry, where everything is a little bit hidden."

I know about hidden things: gathering locations, fishing spots. What happens in some ceremonies. Once, I went with my aunties to pick huckleberries on the mountain where aunties have picked since the beginning of time, but we got nearly nothing, because we were late in the season and the white people were early.

If you let whiteness in, it takes you for everything you've got.

PLEASE CONTACT THROUGH PUBLICIST

Portland, OR | Tin House | www.tinhouse.com | Sienna4@pdx.edu

FOR IMMEDIATE RELEASE

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PRESS RELEASE

White Magic Positions Witchcraft Front and Center with New Essays

Elissa Washuta's Newest Book Tackles Colonialism in the World of Love for a Native Woman

PORTLAND, ORE. – March 15, 2022 – Full of pop culture and witchcraft, Elissa Washuta's *White Magic* describes recovery from alcoholism, mental health misdiagnosis, and abuse. This includes reconciling with forgotten ancestry and family history. Her first publication by Tin House, *White Magic* uses personal lyrical essays as a means of self-discovery and healing.

After a difficult journey with the sensitive subject matter of her last book that dealt with trauma and abuse, this book seeks to delve into the aftermath of that trauma. Washuta explores how reconnecting with her Cowlitz/Appalachian roots helped her find healing through witchcraft. With a unique voice and precision writing, Washuta shines a light on a new perspective on colonialism and how colonialism affects her search for romantic love as a Native woman.

Unlike other witchcraft books, *White Magic* is not a spell book or recipe book but an insight into how her own personal and familial history with witchcraft helped Elissa Washuta deal with loss and alcoholism and connect with her ancestors in what *The New York Times* Book Review calls "Beguiling and haunting. . . . Washuta's voice sears itself onto the skin."

"A web of honest examination of self and context. . . . A vibration that asks the body to listen, and rewards it for doing so."

—THE SEATTLE TIMES

"A fascinating magic trick of a memoir that illuminates a woman's search for meaning."

—KIRKUS, Starred Review

"Her skill at transforming writing clichés and well-worn cultural signifiers into fresh insights is alchemical."

—THE A.V. CLUB

"Lively, revelatory, and strange in the best possible way."

—BOOK RIOT

"Seamless and scalding."

—GUERNICA

“Incantatory, impassioned. . . . A wholly magical look at learning how to recognize the power that rests within you.”

—REFINERY29

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For more information, visit Washuta’s [website](#) or [Twitter](#). To buy this book, visit Tin House’s [website](#), including alternate formats, additional reviews, and more places to find *White Magic*.

Sharable

Out Now! WHITE MAGIC weaves pop culture, Indigenous witchcraft, and addiction recovery with themes of self-discovery, healing, and love. A new perspective on colonialism through a unique voice and precision writing in essays by award-winning author Elissa Washuta. #TinHouse

About the Publisher

Publisher of award-winning books of literary fiction, nonfiction, and poetry; home to a renowned workshop and seminar series; and partner of a critically acclaimed podcast, Tin House champions writing that is artful, dynamic, and original. We are proud to publish and promote writers who speak to a wide range of experience, and lend context and nuance to their examination of our world. You can find us virtually at www.tinhouse.com or in person in Portland, Oregon.

Sienna Berlinger

Publicist

(805) 555-1234

sienna4@pdx.edu

AUTHOR TOUR

LAUNCH: Two Dollar Radio Headquarters (Columbus, OH)	3/15/22
a. Book preorder/launch/signing and interview for radio	
b. Radio ads to promote book launch	
Prologue Bookshop (Columbus, OH)	3/17/22
a. Book signing, Book Raffle	
b. Best writing places around Columbus posted to Twitter	
Bexley Library (Columbus, OH)	3/19/22
a. Reading	
b. Best reading places around Columbus posted to Instagram	
AWP (Philadelphia, PA)	3/23/22–3/26/22
a. Give out books, maybe table, maybe do a reading (I'm not really sure what professionals do at professional conferences)	
Powell's Books (Portland, OR)	4/1/22
a. Book signing	
b. Tin House social media takeover while in Portland	
Twede's Café (Twin Peaks setting, WA)	4/3/22
a. In conversation with author Sasha LaPointe, meet and greet with readers	
b. Stop by filming locations and post to social media leading up to event (schedule this in advance because it is out of the way) (promo twin peaks style ads)	
Third Place Books Ravenna (Seattle, WA)	4/5/22
a. Book Signing	
b. Best reading places around Seattle posted to Instagram	
Elliott Bay Book Company (Seattle, WA)	4/6/22
a. Book Signing	
b. Best writing places around Seattle posted to Twitter	
University of Washington (Seattle, WA)	4/7/22
a. Lecture for the MFA program/English department, writer's workshop	
b. University centered promotion for students	
University of British Columbia (Vancouver, British Columbia)	4/10/22
a. In conversation with Daniel Heath Justice	
b. University advertising and co-marketing	
University of Victoria (Victoria, British Columbia)	4/12/22
a. In conversation with author Danielle Geller and Siku Allooloo (UVic alumnus)	
b. Alumni newsletter promo	
University of Toronto (Toronto)	4/14/22
a. In conversation with Sarah Dowling	
b. University advertising and co-marketing	

Media Lists

Short Leads

Long Leads

The Rumpus
KNKX Radio Station (WA-based)
Samantha Updegrave, Bitch
Magazine
Barbara Lloyd McMichael for The
Seattle Times
Portland Mercury
NAISA
Author is a member
SAIL (Studies in american indian
literatures)
Wicazo Sa Review
American Indian Quarterly
Colin McNamara, The Neat Review

Esquire
Library Journal
New York Journal of books
Lit Hub
Book Riot
Kirkus Review
Melissa Duclos, Bustle
Cosmopolitan
Publishers Weekly
Shelf-Awareness

White Magic

Essays

Hook

Explore Washuta's witchcraft through colonization, heartbreak, addiction alongside Stevie Nicks, *Twin Peaks*, and *Oregon Trail II*.

Description

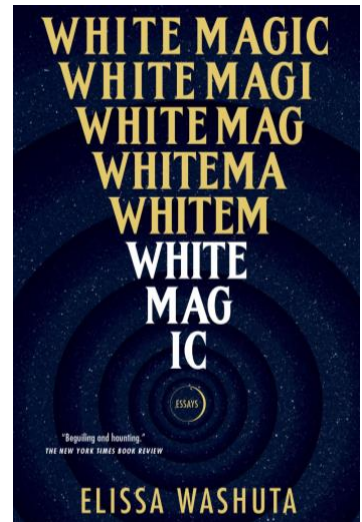
In the aftermath of abuse, Washuta finds healing through the world of witchcraft in a collection of deeply personal, lyrical essays on mental health, colonization, indigenous spirituality, addiction, and heartbreak.

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Driven by questions like "What is my inheritance from my ancestors on both sides?" and "What moves into false realities are necessary in order to bear the truth that, as a Native woman, I am most endangered when I attempt to relax into romantic love under colonial rule?" *White Magic* creates a space to contemplate ancestry, land, and self.

Key Selling Points

- **Indigenous author** discovers her relationship with her roots, including **Cowlitz** heritage and **Appalachian** ancestry
- **Recovery** from addiction, alcoholism, and assault with themes of **healing** from trauma
- **Witchcraft** as a means of self-discovery
- **Unique voice** and precision writing provides new perspective on **colonialism**
- **Fills market gaps** within memoir and witchcraft genres for people interested in spiritual, occult, and magic practices



Pub Date: March 15, 2022

Price: \$ 17.95 USD,
\$23.00 CAN

ISBN-13: 978-1-
95353-401-9

Trim: 5.5" x 8.5"

Formats: Paperback

Page Count: 432

BISAC Codes and

Categories:

OCC026000

BODY, MIND & SPIRIT /

Witchcraft

BIO026000 **BIOGRAPHY**

& AUTOBIOGRAPHY /

Personal Memoirs

LCO013000 **LITERARY**

COLLECTIONS / Indigenous

Peoples of the

Americas

Author Twitter:

@/elissawashuta



Audience

Adult women who are interested in a non-Wicca, non-white, and non how-to real narrative of witchcraft. Women between the ages of 30 and 80. Women who have gone through a transformation in their life such as quitting an addiction, left an abusive relationship, or feel lost or aimless.

Author Bio

Elissa Washuta is a member of the Cowlitz Indian Tribe and a nonfiction writer. She is the author of *Starvation Mode* and *My Body Is a Book of Rules*, named a finalist for the Washington State Book Award. With Theresa Warburton, she is co-editor of the anthology *Shapes of Native Nonfiction: Collected Essays by Contemporary Writers*. She is an assistant professor of creative writing at the Ohio State University.

Comp Titles

Heart Berries: A Memoir by Terese Marie Mailhot. 160 pages (paperback), Counterpoint, April 9, 2019, \$16.95. 9781640091603. RTD Sales 13,619

The Orange Eats Creeps by Grace Krilanovich. 208 pages (paperback), Two Dollar Radio, September 7, 2010, \$16.00. 9780982015186. RTD Sales 6,427

Carry: A Memoir of Survival on Stolen Land by Toni Jensen. 304 pages (paperback), Ballantine Books, September 21, 2021, \$17.00. 9781984821201. RTD Sales 1,103

In the Dream House by Carmen Maria Machado. 272 pages (paperback), Graywolf Press, December 1, 2020, \$16.00. 9781644450383. RTD Sales 31,586

The Collected Schizophrenias by Esme Wang. 224 pages (paperback), Graywolf Press, February 5, 2019, \$16.00. 9781555978273. RTD Sales 62,647

Marketing and Publicity Highlights

- Robust **in-person appearances** including author tour and conference appearances
- Significant **contributor to publications** with many connections to publications and journals throughout the **United States and Canada** with particular focuses on the Pacific Northwest, Seattle, and Ohio.
- **Past appearances** on news and media outlets such as KUOW and NPR, comfortable with more appearances on other platforms such as podcasts, news, etc.
- **Involved and connected** to the magic community, Cowlitz Indian Tribe, and Native and Indigenous writers and organizations
- Pop-culture crossovers: *Twin Peaks*, *Oregon Trail II* video game, The Land of Make Believe amusement
- **Award-winning writer**: Creative Capital Award, National Endowment for the Arts Literature Fellowship, Artist Trust Arts Innovator Award

About the Publisher



Publisher of award-winning books of literary fiction, nonfiction, and poetry; home to a renowned workshop and seminar series; and partner of a critically acclaimed podcast, Tin House champions writing that is artful, dynamic, and original. We are proud to publish and promote writers who speak to a wide range of experience, and lend context and nuance to their examination of our world.

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Ad Copy

Book Title: White Magic

Publication Date: March 15, 2022

Banner

(PW homepage: February 2022 (\$20/CPM=total \$40))

— 600 x 140 pixels

Image: Book cover

Headline: Now in Paperback

Rotating Body 1: Explore Washuta's witchcraft through colonization, heartbreak, addiction, and Stevie Nicks, Twin Peaks, and Oregon Trail II.

Rotating body 2: "A fascinating magic trick of a memoir that illuminates a woman's search for meaning." —KIRKUS, Starred Review

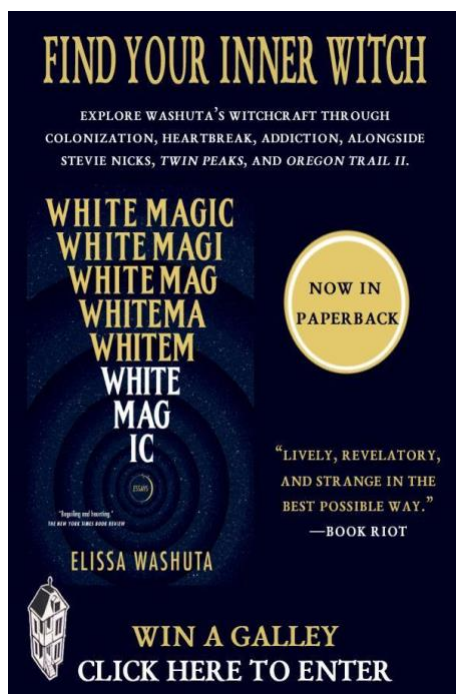
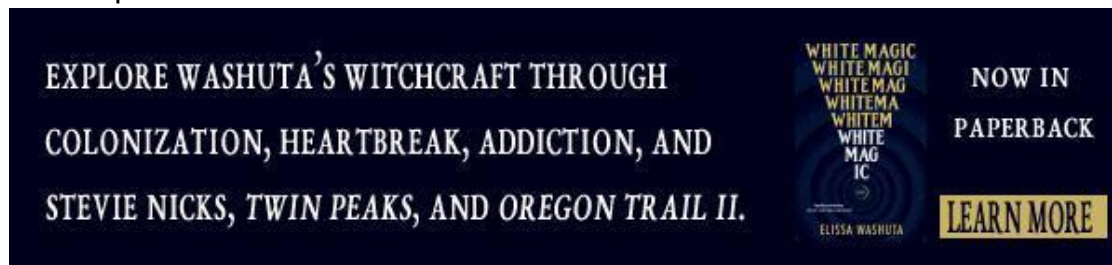
Rotating body 3: "Lively, revelatory, and strange in the best possible way." —BOOK RIOT

Caption: 3.15.22

CTA: Learn More

Link: Link to Tin House book page

Mock-up:



E-Blast

(PW Preview for Librarians: December 2021 (\$2,500))

— 600 x 800 pixels

Image: book cover

Headline: Find your inner witch

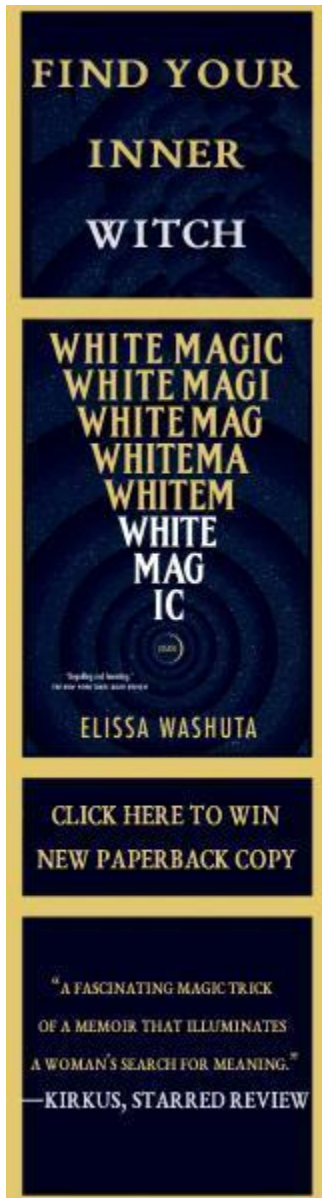
Body 1: Explore Washuta's witchcraft through colonization, heartbreak, addiction, and Stevie Nicks, Twin Peaks, and Oregon Trail II.

Body 2: "Lively, revelatory, and strange in the best possible way." —BOOK RIOT

Caption: Now in paperback

CTA: Win a galley

Link: Link to giveaway for ARC/Galley copy



PNBA Skyscraper

(NWBookLovers site: February 2022 (\$150 for 7 days)
March 2022 (\$150 for 7 days x2))

— 160 x 600 pixels

Image: book cover

Headline: Free your inner witch

Body: "A fascinating magic trick of a memoir that illuminates a woman's search for meaning." —

KIRKUS, Starred Review

Caption: new paperback copy

CTA: Win

Link: Link to giveaway for paperback copy

Mock-ups:

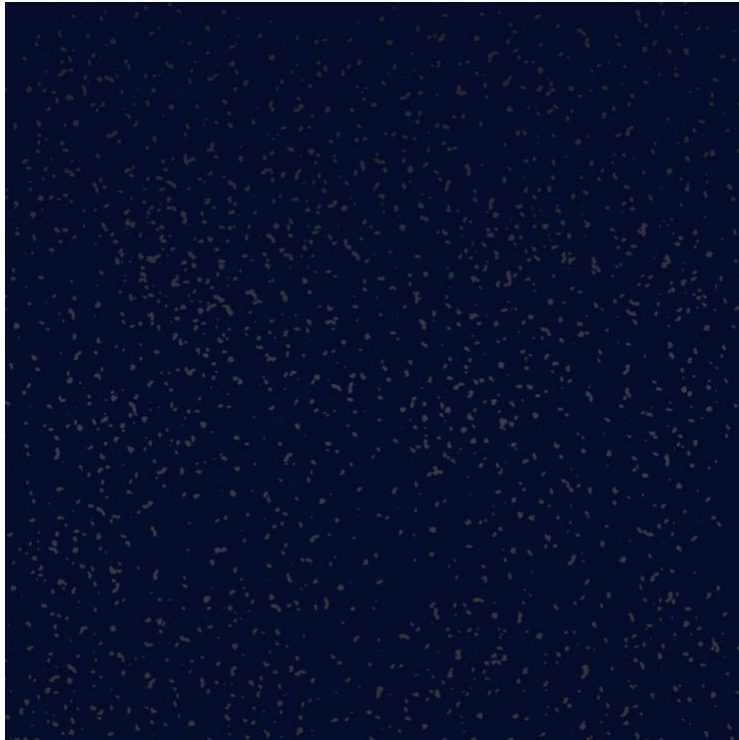
Hashtags:

#WhiteMagic #TinHouse #indepdentpress #smallpress #independentpublisher #newrelease

Tags:

@/elissawashuta

@/tin_house



Ad 1:

Platform: Instagram promoted post

Date: On day after launch, March 16, 2022

(By Tin House Instagram)

Cost: Bid \$95, \$0.5 per click (range from \$0.20 to \$2 per click)

One weekend. Targeted to women over 18 within 10 miles of Powell's (Portland), Elliott Bay Books (Seattle), and Two Dollar Radio Headquarters (Columbus)

Image description: *White Magic* sits on a table next to a crystal ball

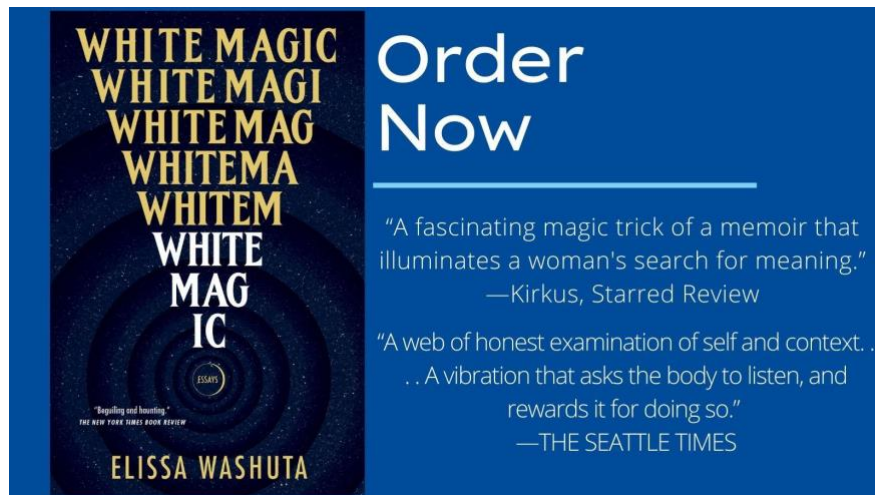
Body copy: Out Now

CTA: Out Now

Link destination: Tin House book page (via Tin House Instagram account)

Caption: 🧙‍♀️

Image description: Book cover, crystal ball, brand logo, and the words "Out Now" slowly appear on a background with stars, some twinkling stars surround the book cover.



Ad 2:

Platform: Twitter promoted tweet

Date: On day after launch, March 16, 2022

(One by Tin House, One by Author)

Cost: \$1.35 per interaction

Budget: \$55 for Tin House

Image description: Cover of *White Magic*

Body copy: "A fascinating magic truck of a memoir that illuminates a woman's

search for meaning." —Kirkus, Starred Review "A web of honest examination of self and context. . . A vibration that asks the body to listen, and rewards it for doing so." —The Seattle Times

CTA: Order Now

Link destination: Tin House book page (via Tin House Twitter account)

Caption: 🤖

Image Description: Book cover on the left on a blue background. On the right is text reading: Order Now "A fascinating magic truck of a memoir that illuminates a woman's search for meaning." —Kirkus, Starred Review "A web of honest examination of self and context. . . A vibration that asks the body to listen, and rewards it for doing so." —The Seattle Times

Ad 3: (same image as ad 2)

Platform: Twitter promoted tweet

Date: On day after launch, March 16, 2022

(One by Tin House, One by Author)

Cost: \$1.35 per interaction

Budget: \$30 for Elissa Washuta

Image description: Cover of *White Magic*

Body copy: "A fascinating magic truck of a memoir that illuminates a woman's search for meaning." —Kirkus, Starred Review "A web of honest examination of self and context. . . A vibration that asks the body to listen, and rewards it for doing so." —The Seattle Times

CTA: Order Now

Link destination: Tin House book page (via Elissa Washuta Twitter account)

Caption: 🤖

Email Marketing

Email 1: Upcoming book from Tin House—book announcement

Email 2: Publicity from hardcover release—Awareness email

Email 3: Vote on the cover—the copy written in this document

Email 4: Cover reveal—thank you to readers for their help

Email 5: Special preorder offer for subscribers—another CTA and another thank you

Email 6: Available now—CTA

Publisher Email

[SUBJECT LINE] Vote on new paperback cover

[headline] The paperback edition of *White Magic* comes out in March, and you can pick the cover

[subheadline] If you loved reading *White Magic*, we want your support for the book to be visible on the cover.

[body] For the next two weeks until [date], Tin House readers will have the opportunity to see early drafts of our new paperback cover. To add another dimension to the reading experience, we want your input. Some of the primary elements of this book that we want to include on the cover are as follows:

- Elements of magic
- Navy blue and gold or yellow
- Repetition and mirroring
- Prominent author name and book title

[CTA] Now that you're prepared, fill out the survey with our potential covers. We look forward to hearing from you, and we value your feedback!

Thank you for sharing your voice with us!