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Getting It Right

Dusty's album promotion in North America

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Author

Topic

Clive
I'll try anything
★★

Posted - 14/11/2008 : 17:45:59



1455 Posts

When Dusty returned to the UK in 1978/79 with It Begins Again and then Living Without Your Love she seemed to get a fair deal of promotion-press/radio/TV and concerts.

However in the US this doesn't seem to have been the case. What surprises me is that her label United Artists spent a huge amount on recording It Begins Again and then seemed to give up on it as soon as it was released, not even issuing a single from the album.

With LWYL and White Heat I know there were problems with record company takeovers.

Were US fans even aware at the time that Dusty had released new material, do you recall any radio play or other promotion?

Also I'm wondering about White Heat in Canada, seeing as Dusty had recently lived there at the time of release and the fact that there were some Canadian songwriters involved, did this lead to any profile for the album?

Sweetbaby
I'll try anything
★★

Posted - 15/11/2008 : 19:46:59

Canada
1466 Posts

I was living in western Canada when White Heat was released & as far as I'm aware it had zero profile. The only copy of the album I ever saw was at the library which stocked a large number of off-the-beaten-track releases.

A friend of mine used to have copies of a gay-oriented mag called After Dark which ran a piece on Dusty & the release of It Begins Again - that's the only promo I saw for the album other than the Rolling Stone review. If IBA did run up large production costs its likely that likely ate into the promo budget United Artists were prepared to spend on the album: I've read that Martha Reeves self-titled solo debut album was the most expensive album ever cut for MCA - if not any label! - which is why zero dollars were put into its promotion.



Clive
I'll try anything
★★

Posted - 16/11/2008 : 21:40:40



1455 Posts

thanks Sweetbaby, what you say about the promotion budget makes sense, it hadn't occurred to me.

too bad these albums got such little promotion, it seems Dusty really was off the musical radar.



MissDustyFanatic
Where am I going?
★★★

Posted - 18/11/2008 : 06:22:26



The only track from IBA that was ever released was 'Checkmate' but that was as the b-side of 'Give Me the Night', a movie theme that Miss Dusty recorded. And the only single from LWYL was the title track.



USA
2606 Posts

Sweetbaby
I'll try anything
★★

Canada
1466 Posts

"And the answer will come back to you...like laughter in the wind..."

Edited by - MissDustyFanatic on 18/11/2008 06:23:07



Posted - 18/11/2008 : 21:36:27

☺ imagine it was felt that Dusty was most likely to re-connect in the UK which is why what promo her comeback attempts had was Brit-focussed. And I get the impression that the label largely put the onus for the promo on Dusty herself.

A 12" disco single of *That's the Kind of Love I've Got For You* was released in the US & reached no#31 on Billboard's Club Play chart marking Dusty's last US chart appearance as a solo artist.



MissDustyFanatic
Where am I going?
★★★

Posted - 20/11/2008 : 09:56:46



USA
2606 Posts

quote:

Originally posted by Sweetbaby

☺ imagine it was felt that Dusty was most likely to re-connect in the UK which is why what promo her comeback attempts had was Brit-focussed. And I get the impression that the label largely put the onus for the promo on Dusty herself.

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Thanks, Richard! What you say makes a lot of sense. I'm sure that was the case...it certainly seemed that there was no US promotion. I wonder if she did any US talk shows. I'll have to check the 'bible' later ☺

Also, I never knew 'That's the Kind of Love I've Got For You' charted that high! It's cool. Do you know if 'In Private' ever charted? I know it wasn't released commercially, but I thought it may have charted similarly to how TTKOLIGFY charted, or maybe on a radio play chart.

"And the answer will come back to you...like laughter in the wind..."



Sweetbaby
I'll try anything
★★

Posted - 20/11/2008 : 22:13:31

Canada
1466 Posts

☺The impression I have it that in North America Dusty's mid-80s comeback with **What Have I Done to Deserve This** was very much a one-off & that the subsequent tracks the Pet Shop Boys produced for her were completely overlooked.



MissDustyFanatic
Where am I going?
★★★

Posted - 23/11/2008 : 06:37:34



USA
2606 Posts

quote:

Originally posted by Sweetbaby

☺The impression I have it that in North America Dusty's mid-80s comeback with **What Have I Done to Deserve This** was very much a one-off & that the subsequent tracks the Pet Shop Boys produced for her were completely overlooked.

So 'What Have I Done to Deserve This?' was marketed as just a PSBs track?

"And the answer will come back to you...like laughter in the wind..."





Sweetbaby

I'll try anything



Canada
1466 Posts

Posted - 28/11/2008 : 01:46:34

☺ Well I would say Dusty's participation in *WHIDTDT* didn't have anywhere near the same resonance in North America as in the UK. And altho PSB weren't the superstars they were in the UK the duo were pretty hot stateside in the mid-80s: their US debut single *West End Girls* had hit no#1 & they twice returned to the Top 10 prior to *WHIDTDT*. Conversely on the US mainstream music scene PSB didn't really have enough starpower to "lend" another act they produced: the duo *were* superstars on the US dance music scene & there the solo tracks Dusty cut for PSB might have garnered interest. But for some reason it didn't happen.



Snowbird

Little by little



USA
463 Posts

Posted - 28/11/2008 : 04:02:06

I'm ashamed to admit it, but I didn't discover WHIDTDT until 3 years ago. That's only after I saw the 45 being offered on the internet. I grabbed it right up, thank goodness, and it's been one of my favorite Dusty songs ever since. When I told several of my friends how great this song was, they all said that Dusty Springfield didn't record that, and, that the PSB's did. They had absolutely no idea whatsoever that the female voice was Dusty's. However, they absolutely raved at how much they loved the PSB's and how this song was one of the hottest songs on the club circuit. I had no idea because I was too old at that time to be doing the clubs. I noticed last year, here in the US they've begun producing CD's featuring only club favorites. The teeny-boppers are buying them up like crazy. It appears that this generation is being exposed to certain music mainly in night clubs. Just goes to show ya where the younger crowds are spending most of their free time.

Everyday I find, you're in my heart and on my mind.....

Love,
Leigh



Clive

I'll try anything



1455 Posts

Posted - 01/12/2008 : 14:16:38

A couple of photos here from the After Dark piece that Sweetbaby mentioned above.

<http://flickr.com/photos/23972402@N00/2395004786>



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