

RUMBLINGS

Nude on YouTube (for art)

The iconic French actress **Sarah Bernhardt** used what was then innovative publicity to fuel a career that spanned 60 years beginning in the mid-19th century — including appearing in partially nude photos when she was still a teenager.

So when **Carol Dunitz** needed to get attention for her one-woman musical, “Bernhardt on Broadway,” it was natural, so to speak, for her to make a video and post it on **YouTube** under the title “Paparazzi Catches ‘Bernhardt on Broadway’ Stage & Silent Movie Star in Her Boudoir.”

Dunitz poses nude on a couch and the floor, using promotional poster prints of Bernhardt’s performances for discreet coverage.

“It’s the kind of thing Sarah Bernhardt would have done,” Dunitz said. “It’s pretty gutsy for a mature woman. It’s in good taste. It’s suggestive, it’s provocative, but that’s all it is.”

Crain’s readers may remember Dunitz for another marketing gimmick she employed for many years. Every week she ran a classified ad for her boutique advertising and speech-writing agency, **The Last Word LLC** in Ann

Arbor. She changed her headline and outfit each time. For more on “Bernhardt on Broadway,” which is being staged in several metro Detroit communities, go to **DetroitMakeItHere.com**.

