

## ◆ Presentation to Bradley Hundley

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This year, the Council of Science Editors Award for Meritorious Achievement is being presented posthumously to Bradley Hundley and will be accepted by her husband Jay Hundley. A colleague and fellow Rockefeller University Press (then Journals Office) director, Margaret Broadbent, also received this award in 1983.

This award is the highest award that the Council of Science Editors bestows and is not necessarily made to someone who has been a member of the Council, although in this case it most definitely is.

The purposes of this award are to highlight the primary goal of CSE, namely, the improvement of scientific communication through the pursuit of high standards in all activities connected with editing; to honor those who have made significant contributions toward this goal; and to give broad attention to and express appreciation for such contributions.

Bradley Hundley was a graduate of Mount Holyoke College and received a master's degree from Hunter College in New York. She worked in an editorial production role throughout her professional career, first at Harvard University Press and then at Rockefeller University Press (RUP), ultimately serving as director of the press, after which she relocated to Dallas to start her own successful consulting firm, Hundley and Associates. Among her clients were the journals of the American Heart Association. Her firm specialized in the management of scientific



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publications.

As part of her understanding of journal management, Bradley was forward-thinking, and she inspired me with her interest in accepting and copyediting on magnetic tape. In 1982, Bradley stated the following in an article in *CBE Views*:

Do not fold, spindle, or otherwise mutilate. A year before we began accepting manuscripts on tape, I knew little more than that about computer output. Slowly, and with considerable trepidation, I learned that a bit does not necessarily go into a horse's mouth, a bite is more than a mouthful, a terminal no longer means a train depot, and global search is not a new board game by Parker Brothers. . . . One project and a few tapes do not make a system. Initially we failed more than we succeeded. But philosophically we would agree with Woody Allen that "if you're not failing, you're not doing anything". . . . One thing is now clear to all of us. The technology is here: if needs can be accurately defined and

the best application identified for a particular job, the technology will work.

Well, as one of Bradley's closest colleagues, Ray Fastiggi, knows, it has taken more than 20 years of hard work, continued trial and tribulation, and expense, but RUP now has a completely electronic workflow from start to finish, and the journal of record is the electronic version.

Bradley was involved in facilitating and improving the processes of communicating science. She spent many of her personal hours contributing to the committee structure of CSE and was integrally involved in one of its most important publications, *Illustrating Science*. Bradley had excellent financial acumen and contributed a number of articles on the financial management of journals that were published by CSE.

Bradley was active in both CSE and the Society for Scholarly Publishing, of which she was a charter member. She served as vice-president, president, and past president of CSE and was given the Lewis I Gidez Distinguished Service Award in 1996.

Bradley epitomized the ideal recipient. She dedicated her career to furthering scientific communication and research, and she consistently promoted and met high standards.

As the current executive director of Rockefeller University Press, it is an especially great honor for me to present this award on behalf of the Council of Science Editors for the merits of Bradley's many talents and dedication to the world of science editing and scientific publication. 🕒