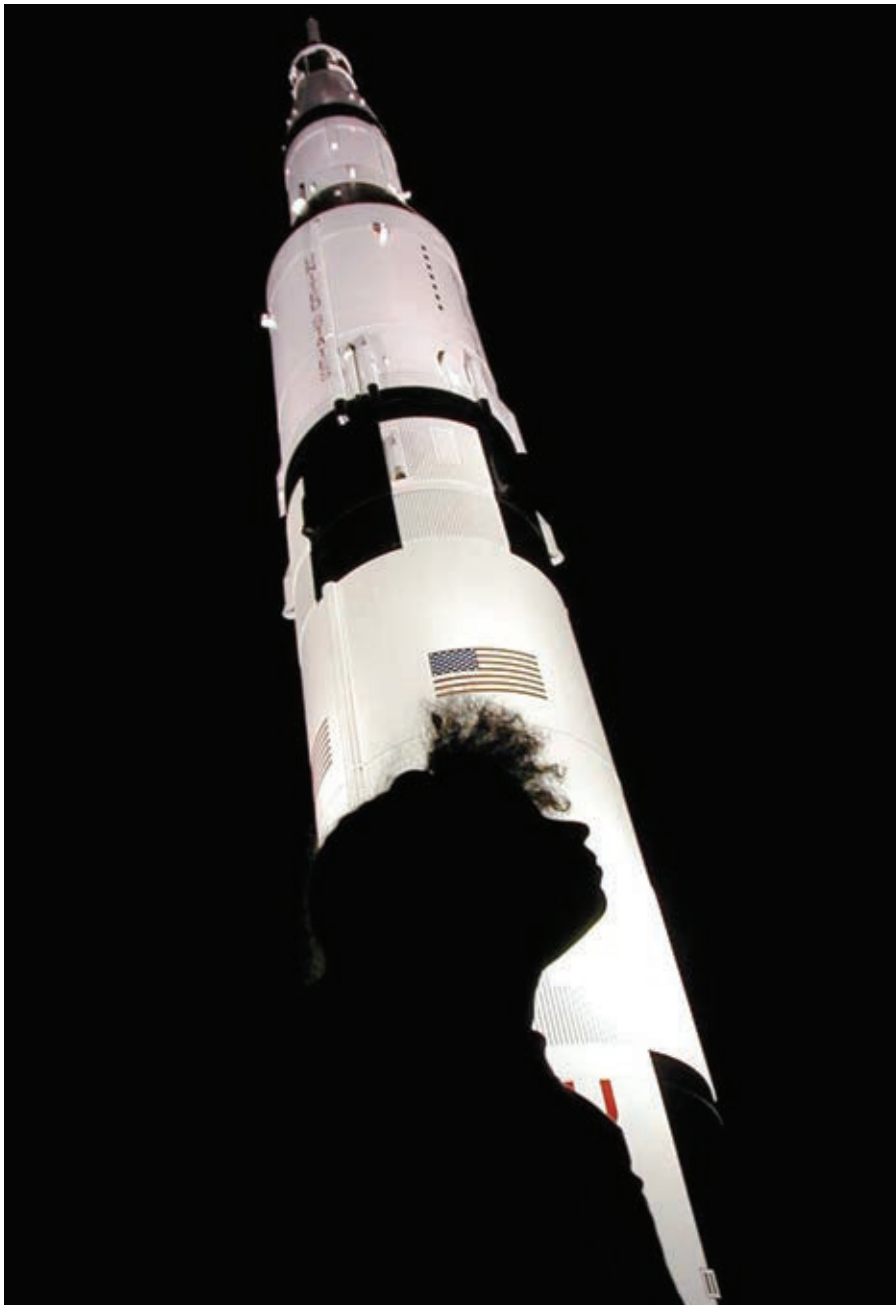


Matters of the Heart

On February 1, 2003, Scott M. Lieberman, a doctor, was enjoying time with his son, Mason, and wife, Robyn, in his Tyler backyard, following the progress of the space shuttle Columbia as it re-entered Earth's atmosphere. Both a photo enthusiast and a space buff, he was attempting to photograph the re-entry of the shuttle with his 75-300-millimeter super-telephoto lens on a digital camera while his wife was recording video.



A silhouette of Lieberman's daughter, Deandra, in front of the full stack Saturn V rocket, the same type of rocket that sent Apollo 11 to the moon and back, at the U.S. Space & Rocket Center in Huntsville, Alabama, in 2000.

He did capture the shuttle. But, Lieberman said, it was not immediately apparent to him or the others that something had gone terribly wrong with the re-entry. As he reviewed the images on Robyn's video camera viewfinder, he had his first inkling that something was amiss. Then, moments later, he recognized that the sound of the sonic boom was abnormal. He said, "I knew something was wrong."

How could he tell? "As a cardiologist, I'm trained to listen to sounds and detect abnormal murmurs," he said. The sound of the re-entry was very different." After going inside to download and review his photos, he then realized that he'd captured something remarkably tragic. He also knew his photo was probably important, which prompted him to contact media outlets. He drove to KLTN, the ABC affiliate in Tyler, to upload it. He also went to the Tyler Morning Telegraph offices to meet with an Associated Press photographer, who drove in from Dallas to negotiate for it.

Once the media realized the significance of the photo, a fracas of bids for publishing rights for the picture ensued. Time Magazine, where the photo ended up on the cover, wanted exclusivity. But instead, Lieberman opted to contract with the AP in a 50-50 arrangement. The AP distributed the picture worldwide.

That picture became the single most published photo of a breaking news event ever. It's estimated to have been seen by 2.4 billion people in the first 24-hour news cycle. It landed on the front page of more than 1,200 newspapers. This photo propelled Lieberman into the international spotlight and earned him a Pulitzer Prize nomination. Although he did not win the Pulitzer, he



AP PHOTO/DR. SCOTT M. LIEBERMAN

CLOCKWISE FROM TOP LEFT:

Equally displayed, and right next to his own heart, are two symbols of Dr. Scott M. Lieberman's passions: the stethoscope he uses in his cardiology practice, and the Associated Press badge holder that represents his other profession as a photographer.

July 4 fireworks over Tyler in 2014

Doc Severinsen and the San Miguel Five at the Caldwell Center in Tyler
The Tyler Junior College Apache baseball team celebrates at Mike Carter Field after winning the Div. III NJCAA World Series May 29, 2014, by defeating Cumberland County (New Jersey) College, 6-3. This also marked the 50th national title for the school's athletic department.

has been credited with validating the concept and practice of citizen journalism.

Since that time, Lieberman has developed tight relationships with the media and has become a prolific contributing AP photographer. He has filed more than 1,000 images with the AP, and his photos have been used by National Geographic, the U.S. State Department and hundreds of other publications and major media outlets.

As a self-proclaimed techno-geek, Lieberman enjoys shoot-

ing anything that has to do with science and machinery—so cars, planes and ships are a given. But, he also just plain likes photography because it is rooted in science. One must learn about aperture and depth of field and other technicalities to master the art. Also, one must study, test and repeat; that's about as scientific a method as it gets.

"It's all about observing nature and anticipating," Lieberman said. His technique is to discern what is atypical and then find the extraordinary. That's how he's found his success in



Lieberman poses at the Library of Congress in 2003, where his Pulitzer-nominated photo, as published in the Tyler Morning News, is displayed.

the field—that, and hard work and self-assigned projects. To challenge himself, he often goes to events where he knows other AP photographers will be shooting. He said he studies what the AP wants, and he also embraces the other photographers as mentors. But it helps to know about the subject you are shooting, which enables discernment of the atypical and interesting.

“I like to shoot lightning,” he said. “To be successful, it helps to have knowledge of storm patterns, and also a proficiency with camera lighting triggers. You must have an eye, but also the knowledge of how to capture the image and the equipment to use.”

In pursuit of his photography, he regularly attends entertainment functions in Tyler at the UT Tyler Cowan Center and other venues, where he’s captured photos of many of the celebrities who have come to town. His list includes more than 130 celebri-

ties, including Chuck Norris, Laura Bush, Larry Hagman, Gladys Knight, Wynton Marsalis and others. These photos are regularly used by the AP and other media outlets, along with his other specialties of lightning, aerospace, nature—and any and everything, really.

With his phenomenal success and growing body of work, one could assume that photography is Lieberman’s primary vocation. However, it’s really a distraction from—or complement to—his day job, which is cardiac care. He’s a cardiologist with Cardiovascular Associates of East Texas. When asked how in the world he finds the time to be so accomplished at both, he laughingly said, “I don’t play golf.” And although the two disciplines, photography and cardiac care, may seem disparate, they are a natural fit for his nature.

As a cardiologist, Lieberman mostly works in Tyler at CAET, but he is also part of a movement to make heart care more accessible to rural East Texans. The idea behind this, he said, is that “We are taking away the hurdles for people to have access to the care available at the heart hospital. Many of our patients don’t need inpatient services. We can save them a trip to Tyler. It’s about taking care of people in the right place.”

One of the primary missions, Lieberman said, is to help patients decrease the length of their hospital stays and decrease admission rates by making care more accessible. Local access makes it easier for patients to follow regimens that serve the larger mission.

The initiative to provide care through outreach clinics in more rural locations is possible through a partnership between the Trinity Mother Frances Hospitals and Clinics, Louis and Peaches Owen Heart Hospital and CAET. These entities will all remain independent, but through this affiliation, they intend to streamline services for the convenience of patients as well as the organizations. Lieberman is one of more than 20 cardiologists who, under the agreement, will serve across East Texas in rural areas.

In addition to his son, Mason, who is a college student and composer, Lieberman and wife Robyn are the parents of a daughter, Deandra, who resides and teaches in California. When Lieberman is traveling back and forth along the byways of East Texas, one can bet on the fact that he will have his camera equipment with him. “Stuff happens,” he said. “You have to be ready for when it crops up!”

Share in the Trip of a Lifetime

OVER THE PAST 50 YEARS, Texas co-ops have sent 3,700 students and 365 chaperones to Washington, D.C., on the Government-in-Action Youth Tour. Wood County Electric Cooperative will be sending one lucky teen on this annual all-expenses-paid tour. This trip is always a treasured memory for the participants, but the 2015 trip promises to be extraordinary as participants celebrate the 50th anniversary tour.

The 2015 Youth Tour, scheduled for June 10–19, will depart from Austin, where it includes tours of the Governor’s Mansion, the Texas State Capitol and the Bob Bullock Texas State History Museum. WCEC’s delegate will then travel with students from across Texas to Washington, D.C.

This group will ultimately join approximately 1,200 other Youth Tour participants from across the country. This tremendous learning opportunity will include tours of the Smithsonian museums, Washington National Cathedral, George Washington’s home at Mount Vernon and other historical sites and memorials. Additionally, one day will be dedicated to congressional visits and Capitol tours.

WCEC is calling all eligible high school juniors or seniors to apply by submitting a 450- to 500-word (approximately one typed page) essay to be judged by a select panel of judges from among our membership. This year’s topic is: “How my electric cooperative, Wood County EC, improves my community.” Essayists should write about the value of WCEC’s presence in its nine-county service territory. Reference materials from various sources including libraries and the Internet may be used for research, but the essay should be in the student’s own words. Essays will be judged on composition, neatness, originality and knowledge of the subject.

Expenses covered by WCEC on the Youth Tour include airfare, transportation while on the trip, hotel rooms, food costs and tours. Parents or guardians will be responsible for transporting their teens to and from Austin. For more information about the tour, visit youthtour.org to see historical pictures and videos.

Eligible Entrants Must:

- ▶ Be a high school student enrolled as a junior or senior.
- ▶ Be a dependent of a Wood County Electric Cooperative member with permanent resident status in WCEC’s service area.
- ▶ Submit an essay of 450 to 500 typed words on the topic: “How my electric cooperative, Wood County EC, improves my community.”

No name should appear on the essay. Attach the official cover sheet to the essay, which will include the applicant’s personal contact information. It’s downloadable at WCEC.org.

Essay entries must arrive at WCEC by noon, Friday, February 13. They may be mailed or hand-delivered to Wood County Electric Cooperative, Attention: Youth Tour 2015, P.O. Box 1827, 501 S. Main St., Quitman, TX 75783.



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Wood County Electric Cooperative

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Debbie Robinson

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