



CEO Stevens Script (5.0)
 Lockheed-Martin CEO Introduction
 RASmith 10 18 2004

VISUAL	AUDIO
<p>TITLE: "BOB STEVENS: SELF MADE MAN. BEYOND THE BOARDROOM"</p>	<p>In the spring of 2004, the Lockheed Martin Board of Directors chose as its new CEO a self made man. What do we really know about him? Today. Robert Stevens. Beyond the Boardroom.</p>
<p>1</p> <p>UP ON SCENES OF LIFE IN STEEL MILLS AND MILL TOWNS</p> <p>EITHER FAMILY PHOTOS OF PHOTOS REPRESENTATIVE OF PITTSBURGH AREA DEMOGRAPHICS IN EARLY 50's.</p>	<p>MUSIC: UP AND UNDER ANNCR:</p> <p>Bob Stevens began life in McKeesport Pennsylvania, a small town south east of Pittsburgh. His youth was not a life of privilege, or bright with prospects for the future.</p> <p>He was a steelworker's son.</p> <p>His father was the oldest of nine children, leaving school at age 14. He spent his life in the mills and, it was assumed, his children would too.</p>
<p>2</p> <p>FOOTAGE, IF AVAILABLE OF BOB STEVENS SPEECH TO RIO GRANDE HIGH SCHOOL STUDENTS.</p> <p>IF NOT, USE LIFESTYLE PHOTOS FROM STEEL TOWN CULTURES</p>	<p>Years later his son, Bob Stevens told high school students about those days, and the limited expectations he had.</p> <p>"There were no prospects for me at all." He said. "In our household, we never had that conversation about going to college."</p>
<p>3</p> <p>SCENES OF STUDENTS IN 1950S HIGH SCHOOL. SHOTS OF JUNGLE FIGHTING IN VIETNAM</p> <p>STEVENS PHOTO OR SOLDIER</p>	<p>Upon graduation from high school, he joined the Marine Corps, serving a tour of duty in Vietnam.</p> <p>Like his fellow soldiers the experience turned him from a boy into a man.</p>

PHOTOS FROM ERA	
4 18 WHEELER HAULING STEEL DOWN HIGHWAY	Returning home, Stevens drove a tractor-trailer for a time, hauling steel for the mills. But his horizons had expanded, and soon he took advantage of the GI Bill ...
5 SHOTS OF STEVENS TALKING TO STUDENTS SHOTS OF SLIPPERY ROCK CAMPUS SHOTS FROM SLIPPERY ROCK YEARBOOK – COLLEGE SCENES WITH STUDENTS IN VARIOUS ACTIVITIES.	... entering college at nearby Slippery Rock University in Western Pennsylvania. “Slippery Rock gave me a chance at something different.” He said years later. . “I had the opportunity to get involved in academics and education, things I hadn’t done before, and it really changed my life”
6 CONTINUE WITH SHOTS FROM SLIPPERY ROCK YEARBOOK AND 1960s-70s CONSERVATIVE COLLEGE SCENES. GRADUATION PHOTO IF IT EXISTS	The university set high standards ... provided personal attention & resources ... and emphasized listening ... learning ... and moving forward – qualities that would shape Bob Steven’s career. He graduated summa cum laude in 1976.
7 PAN DOWN STEVENS’S RESUME SHOWING UNIVERSITY CREDITS. OR DO MONTAGE WITH UNIVERSITY LOGOS, SIGNS.	Then pursued a masters’ degree in engineering and management from Polytechnic University. Followed by masters in business from Columbia.
8 LORAL SYSTEMS LOGO. SHOTS FROM LORAL HISTORY BEFORE LOCKHEED PHOTOS OF STEVENS IF POSSIBLE	He joined Loral Systems, where his personality, willingness to learn and education won him increasingly responsible positions in program management, finance, manufacturing and operations. Eventually ...he became Executive Vice President and Chief Financial Officer.
9 PHOTO OF NEWSPAPER OR INTERNAL PUBLICATION ARTICLE ON LORAL ACQUISITION BY LOCKHEED	At Lockheed-Martin he headed up the company’s Energy & Environment Sector, then dove into strategic planning and for the next 8 years used his ability to listen, his willingness to learn, and his desire to move forward, to help shape the

	company's future
<p>9 CLOSE UP OF DOOR TO INVESTOR RELATIONS DEPARTMENT, OR OTHER SUCH DESIGNATION THAT IDENTIFIES THIS GROUP</p> <p>WALL STREET SIGNS/SCENES. SHOT OF VANCE COFFMAN</p> <p>NEW, MODERN SHOTS OF LOCKHEED-MARTIN BUILDINGS, PRODUCTS, PEOPLE. CHART SHOWING STOCK PRICE RISING.</p>	<p>He took a strong interest in Wall Street, and spent many hours meeting with analysts and investors learning how to enhance Lockheed-Martin's value. The answer was better performance ... and more open sharing of information. Something Stevens was ideally suited to provide.</p> <p>Externally he organized presentations to educate "the street," internally, he helped restructure the company ... and preached the importance of investor value.</p> <p>Today, Wall Street considers Lockheed-Martin ... value-driven, investor friendly and well positioned for the future.</p>
<p>11. ANNOUNCEMENT OF PRESIDENT AND COO STATUS, FOLLOWED BY CEO STATUS.</p> <p>ANY CEREMONIAL, HANDSHAKE PHOTOS WITH BOARD OF DIRECTORS</p>	<p>Bob Stevens's success was rewarded in 2000 when he was elected President and Chief Operating officer. Four years later he became CEO.</p>
<p>12. SCENES OF LOCKHEED TODAY, ITS PEOPLE, PRODUCTS, MANAGEMENT</p> <p>SHOTS OF STEVENS MAKING REMARKS, IF AVAILABLE. OTHERWISE STEVENS IN SPEAKING VENUES</p>	<p>The steel worker's son says he's honored to have the job.</p> <p>"I have the distinct privilege of representing more than 130,000 professional employees," he says.</p> <p>"And I look forward to ensuring that we fully utilize our vast array of capabilities and talent."</p>
<p>13. END WITH FORMAL CORPORATE PHOTO OF BOB STEVENS</p>	<p>A forthright, candid executive. A manager who addresses issues openly and honestly, Bob Stevens' contributions have been credited with strengthening Lockheed Martin's balance sheet, streamlining its business practices, and increasing efficiency and customer satisfaction.</p>

	And it all stems from the person he became beyond the board room.
FADE TO BLACK	MUSIC: OUT