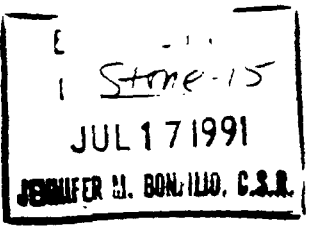
USG





SPEAKER TRAINING QUESTIONNAIRE

So that we may know you better and tailor the speaker training program to your needs as a spokesperson for United States Gypsum, please answer the following questions. Your responses will be kept confidential.

Name Paul D. Colitti

Title Director, Public Relations

Total number of years with USG 5

Education B.A., English Literature, 1968, Harvard University, MBA, Corporate Finance, 1970, Wharton Graduate School, U. of Pennsylvania

1. On a scale of 1 to 5, 1 being below average and 5 being excellent, rate your overall ability as a public speaker:

1	2	3	4	5
below average		average	(4)	excellent

2. How often do you speak to community or business groups?

Never ( ) Occasionally (X) Weekly ( ) Monthly ( )

What organizations do you typically address?

Publicity Club, PESA or similar professional groups

3. What, if any, recent appearances have you made before small or large audiences?

Several internal training meetings, 50-100 people in each audience

4. What do you like about speaking to groups inside or outside the company? What do you dislike?

I enjoy the opportunity to talk about Public Relations, our goals and achievements and especially to offer counsel to younger members of the profession.

I dislike very little, unless I am asked to speak about a topic that really is of no interest to an audience.

5 On a scale of 1 to 5, 1 being least experienced, indicate your own experience in giving media interviews:

1 2 3 (4) 5
very inexperienced — very experienced

6. Using the same scale, rate your overall ability in handling print, radio and television interviews:

- Print 1 2 3 (4) 5
- Radio 1 2 (3) 4 5
- Television 1 2 (3) 4 5

7. On a scale of 1 to 5, what is your opinion of the media generally?

1 2 (3) 4 5
very unfavorable — very favorable

Briefly describe why you feel you do toward the media, including your perception of accuracy, fair reporting and biases for or against your industry?

My one major problem with the media is the lack of understanding of business and basic financial terms on the part of many reporters, even those of some major print publications. I don't think radio or tv reporters, with a few exceptions, have any grasp of business whatsoever

8. On what occasions have you been interviewed by the news media? When and on what topics?

Type of Publications	When	Topics
Newspaper	Frequently	Corporate performance, environmental + product issues, acquisitions etc.
Magazine or Trade Journal	Frequently	4
Television	Occasionally	4
Radio	Occasionally	4

9. Did the resulting story fairly represent you?

Explain: In general, I think USG has been fairly represented given the amount of information provided to the reporters involved. Obviously, the more complex the story, the greater the chance for misunderstood information.

10. In dealing with the press, what issues did they typically raise? In your opinion, what important issues will be raised in your future media interviews?

The press in the past has been most interested in the reasons for our new structure, involvement with asbestos, cyclicality of performance. In the future, involvement with asbestos, environmental issues, South African presence, mergers/acquisitions may be dominant issues.

11. What are 2 questions you hope a reporter never asks you?

1. Is that a full and accurate representation of the situation? (Only if a te sensiti area.
2. How does your senior management perceive the media?

What are 2 questions you would feel most comfortable answering?

1. What are USG Corporation's strategies for future growth?
2. What are the current strengths of USG?

12. Personal Media Preferences:

What magazines and newspapers do you regularly read?

Time, Newsweek, U.S. News, Wall St. Jr., Forbes, Duns, Barrons, NY Times, Chicago Tribune, Sun-Times, Crains, PR News, Ragan Report and others

What specific radio and television programs do you prefer?

I listen to little radio - WBBM - all news on occasion, TV MacNeil, Lehrer - basically I think TV news coverage is of little value, due to inmiat of medium to present complex information in one or two minutes. Exception is continuous coverage of space slots, conv. etc. as

13. What do you feel are your greatest strengths as a speaker?

Ability to condense information to specific audience's needs + interests. Considerable theatrical experience in school re projection, movement, speech inflection, etc.

14. In what specific areas of dealing with the media do you feel you need improvement?

I need to improve my ability to respond quickly to odd questions on sensitive issues, especially when I know significant facts that cannot be made public.

15. Have you had any previous speaker training?

( ) Yes ( ) No

If yes, please describe: Not specific speaker training, but rather extensive stage training.

16. What do you hope to achieve by participating in media training?

Sharpening my skills in dealing with inquiries from print/electronic media reporters. Improve my ability to anticipate and prepare for sensitive questions.

Use this space for additional comments that you feel would assist Hill and Knowlton in designing the training program to better prepare you for your role as a spokesperson for the company.

I tend to think a situation through quite thoroughly and ask a lot of questions. I assume reporters will do the same and, by doing so, may ask questions that we choose not to answer. My basic inclination is to express myself fully and in detail. Obviously, this cannot always be done in all situations. But the inclination is always there.

Please attach a copy of your biography and mail with questionnaire to:

Ms. Johnna Matthews
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Chicago, Illinois 60601