

The billboard features a blue background with four thought bubbles at the top containing the words "PGE", "POISONS", "CHEMICALS", and "TOXINS". The central text is on a white rectangular background. The text is as follows:

PGE IS CLOUD SEEDING OUR AREA
WHAT CHEMICALS DOES PGE PUT IN OUR AIR? WATER? IS IT SAFE?
Public Forum - PG&E's Meteorologists will answer your questions. WEDS 4/13/11 @ 6:PM
THE ROSE COURT INN, on Main Street in Chester.
If your concerned with our local drinking water. Please stop in.

Decorative stars are scattered to the right of the white text box. The billboard is mounted on a metal structure against a clear blue sky.