

Herron John T  
 Form 3  
 December 14, 2009

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934,  
 Section 17(a) of the Public Utility Holding Company Act of 1935 or Section  
 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

|   |  |   |  |  |
|---|--|---|--|--|
| 1. Name and Address of Reporting Person *<br>Â Herron John T<br>(Last) (First) (Middle) | 2. Date of Event Requiring Statement<br>(Month/Day/Year)<br>12/04/2009 | 3. Issuer Name and Ticker or Trading Symbol<br>ENTERGY CORP /DE/ [ETR]  | 4. Relationship of Reporting Person(s) to Issuer<br><br>(Check all applicable)<br><br><input type="checkbox"/> Director <input type="checkbox"/> 10% Owner<br><input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other<br>(give title below) (specify below)<br>President & CEO, Nuc Ops/CNO | 5. If Amendment, Date Original Filed(Month/Day/Year) |
| C/O ENTERGY CORPORATION LEGAL DEPT.,Â 639 LOYOLA AVENUE, 26TH FLOOR<br>(Street)         |  |   |  |  |
| NEW ORLEANS,Â LAÂ 70113<br>(City) (State) (Zip)   |  | 6. Individual or Joint/Group Filing(Check Applicable Line)<br><input checked="" type="checkbox"/> Form filed by One Reporting Person<br><input type="checkbox"/> Form filed by More than One Reporting Person |  |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security<br>(Instr. 4) | 2. Amount of Securities Beneficially Owned<br>(Instr. 4) | 3. Ownership Form:<br>Direct (D)<br>or Indirect (I)<br>(Instr. 5) | 4. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|------------------------------------|--|---|--|
|------------------------------------|--|---|--|

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly. SEC 1473 (7-02)

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

**Table II - Derivative Securities Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)**

| 1. Title of Derivative Security<br>(Instr. 4) | 2. Date Exercisable and Expiration Date<br>(Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security<br>(Instr. 4) | 4. Conversion or Exercise Price of Derivative | 5. Ownership Form of Derivative Security: | 6. Nature of Indirect Beneficial Ownership<br>(Instr. 5) |
|---|---|--|---|---|--|
|---|---|--|---|---|--|

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|                                      | Date Exercisable | Expiration Date | Title        | Amount or Number of Shares | Security | Direct (D) or Indirect (I) (Instr. 5) |   |
|--------------------------------------|------------------|-----------------|--------------|----------------------------|----------|---------------------------------------|---|
| Employee Stock Option (Right to Buy) | Â (1)            | 01/30/2013      | Common Stock | 20,500                     | \$ 44.45 | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (1)            | 03/02/2014      | Common Stock | 18,000                     | \$ 58.6  | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (1)            | 01/27/2015      | Common Stock | 20,000                     | \$ 69.47 | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (1)            | 01/26/2016      | Common Stock | 15,000                     | \$ 68.89 | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (2)            | 01/25/2017      | Common Stock | 16,500                     | \$ 91.82 | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (3)            | 01/24/2018      | Common Stock | 11,000                     | \$ 108.2 | D                                     | Â |
| Employee Stock Option (Right to Buy) | Â (4)            | 01/22/2019      | Common Stock | 15,000                     | \$ 77.53 | D                                     | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                                |       |
|--|---------------|-----------|--------------------------------|-------|
|  | Director      | 10% Owner | Officer                        | Other |
| Herron John T<br>C/O ENTERGY CORPORATION LEGAL DEPT.<br>639 LOYOLA AVENUE, 26TH FLOOR<br>NEW ORLEANS, LA 70113 | Â             | Â         | Â President & CEO, Nuc Ops/CNO | Â     |

## Signatures

/s/ Daniel T. Falstad by power of attorney  
Date: 12/14/2009

\*\*Signature of Reporting Person Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, see Instruction 5(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The reporting person may exercise the option at any time.
- (2) 11,000 of the options may be exercised by the reporting person at any time. The remaining 5,500 will become exercisable on January 25, 2010.
- (3) 3,666 of the options may be exercised by the reporting person at any time. The remaining options will vest in two equal installments on January 24, 2010 and January 24, 2011.
- (4) The options will become exercisable in three equal annual installments on January 29, 2010.

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### Remarks:

Remarks:Â Â ExhibitÂ List:Â Â ExhibitÂ 24Â -Â PowerÂ ofÂ Attorney

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Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.