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ENTERGY CORP /DE/

Reported by

HERRON JOHN T

FORM 4

(Statement of Changes in Beneficial Ownership)

Filed 04/18/12 for the Period Ending 04/16/12

Address	639 LOYOLA AVE NEW ORLEANS, LA 70113
Telephone	5045764000
CIK	0000065984
Symbol	ETR
SIC Code	4911 - Electric Services
Industry	Electric Utilities
Sector	Utilities
Fiscal Year	12/31

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FORM 4

[ ] Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. *See* Instruction 1(b).

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

OMB APPROVAL
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STATEMENT OF CHANGES IN 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(f) of the Investment Company Act of 1940

1. Name and Address of Reporting Person *	2. Issuer Name **and** Ticker or Trading Symbol	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)
Herron John T (Last) (First) (Middle)	**ENTERGY CORP /DE/ [ETR]**	_____ Director _____ 10% Owner __ **X** __ Officer (give title below) _____ Other (specify below) **President & CEO, Nuc Ops/CNO**
C/O ENTERGY CORPORATION LEGAL DEPT., 639 LOYOLA AVENUE (Street)	3. Date of Earliest Transaction (MM/DD/YYYY) **4/16/2012**	
NEW ORLEANS, LA 70113 (City) (State) (Zip)	4. If Amendment, Date Original Filed (MM/DD/YYYY)	6. Individual or Joint/Group Filing (Check Applicable Line) _ **X** _ Form filed by One Reporting Person ___ Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1.Title of Security (Instr. 3)	2. Trans. Date	2A. Deemed Execution Date, if any	3. Trans. Code (Instr. 8)		4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	**4/16/2012**		**M**		**2050**	**A**	**$44.45**	**7193**	**D**	
Common Stock	**4/16/2012**		**S** (1)		**1598**	**D**	**$66.08** (2)	**5595**	**D**	

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

1. Title of Derivate Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Trans. Date	3A. Deemed Execution Date, if any	4. Trans. Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)		8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction (s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
Employee Stock Option (Right to Buy)	**$44.45**	**4/16/2012**		**M**			**2050**	(3)	**1/30/2013**	**Common Stock**	**2050**	**$0**	**16400**	**D**	

Explanation of Responses:

(1) The sale reported in this Form 4 was effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on February 10, 2012.

(2) The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from $66.02 to $66.11. The reporting person undertakes to provide to Entergy, any security holder of Entergy or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each price within the range set forth in this footnote.

(3) The options vested in three equal annual installments on January 30, 2004, 2005 and 2006.

Reporting Owners

Reporting Owner Name / Address	Relationships			

	Director	10% Owner	Officer	Other
Herron John T **C/O ENTERGY CORPORATION LEGAL DEPT.** **639 LOYOLA AVENUE** **NEW ORLEANS, LA 70113**			**President & CEO, Nuc Ops/CNO**	

Signatures

/s/ Daniel T. Falstad by power or attorney **4/18/2012**

** Signature of Reporting Person — Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

***** If the form is filed by more than one reporting person, *see* Instruction 4(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).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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