Herron John T Form 4 September 18, 2012

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB APPROVAL OMB

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Check this box if no longer subject to Section 16. Form 4 or Form 5

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

(Print or Type Responses)

1(b).

1. Name and Address of Reporting Person * Herron John T

2. Issuer Name and Ticker or Trading Symbol

ENTERGY CORP /DE/ [ETR]

5. Relationship of Reporting Person(s) to

Issuer

below)

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

(Last)

(City)

(First)

(Middle)

(Zip)

3. Date of Earliest Transaction

(Month/Day/Year) 09/17/2012

Director 10% Owner

(Check all applicable)

President & CEO, Nuc Ops/CNO

C/O ENTERGY CORPORATION LEGAL DEPT., 639 LOYOLA **AVENUE**

(Street)

(State)

4. If Amendment, Date Original

Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check

Applicable Line)

X_ Officer (give title

X Form filed by One Reporting Person Form filed by More than One Reporting Person

NEW ORLEANS, LA 70113

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1.Title of	2. Transaction Date	2A. Deemed	3.	4. Securi	ties A	cquired	5. Amount of	6. Ownership	7. Nature of
Security	(Month/Day/Year)	Execution Date, if	Transaction(A) or Disposed of (D)			d of (D)	Securities	Form: Direct	Indirect
(Instr. 3)		any	Code	(Instr. 3,	4 and	5)	Beneficially	(D) or	Beneficial
		(Month/Day/Year)	(Instr. 8)				Owned	Indirect (I)	Ownership
		•					Following	(Instr. 4)	(Instr. 4)
							Reported		
					(A)		Transaction(s)		
					or		(Instr. 3 and 4)		
			Code V	Amount	(D)	Price	,		
Common	00/17/2012		M	2.050	٨	\$	0.647	D	
Stock	09/17/2012		M	2,050	Α	44.45	9,647	D	
Common	00/17/2012		c (1)	1.550	Ъ	\$ 68.5	0.000 (3)	Ъ	
Stock	09/17/2012		S <u>(1)</u>	1,559	D	(2)	$8,088 \frac{(3)}{}$	D	
						_			

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

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Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transacti Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exer Expiration D (Month/Day)	ate	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares
Employee Stock Option (Right to Buy)	\$ 44.45	09/17/2012		M	2,050	<u>(4)</u>	01/30/2013	Common Stock	2,050

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

09/18/2012

**Signature of Reporting Person Date

Explanation of Responses:

- * 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).
- (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.
 - The price reported in column 4 is a weighted average price. The shares were sold in multiple transactions ranging from \$68.48 to \$68.54.
- (2) 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) Includes 51 shares of Entergy common stock acquired under a dividend reinvestment feature of the Entergy Corporation equity ownership plan.
- (4) The options vested in three equal annual installments on January 30, 2004, 2005 and 2006.

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

Reporting Owners 2

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