

TAYLOR GARY J

Form 4

August 31, 2009

FORM 4
UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

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

**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(h) of the Investment Company Act of 1940

OMB APPROVAL

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(Print or Type Responses)

1. Name and Address of Reporting Person *
TAYLOR GARY J

(Last) (First) (Middle)

ENTERGY CORPORATION, 639
LOYOLA AVENUE

(Street)

NEW ORLEANS, LA 70113

(City) (State) (Zip)

2. Issuer Name **and** Ticker or Trading
Symbol
ENTERGY CORP /DE/ [ETR]

3. Date of Earliest Transaction
(Month/Day/Year)

08/27/2009

4. If Amendment, Date Original
Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to
Issuer

(Check all applicable)

____ Director ____ 10% Owner
__X__ Officer (give title ____ Other (specify
below) below)

Group President, Utility Op

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. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction 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)
Common Stock	08/27/2009		M	26,667 A \$ 37	26,667	D	
Common Stock	08/27/2009		S	1,200 D \$ 79.8	25,467	D	
Common Stock	08/27/2009		S	500 D \$ 79.81	24,967	D	
Common Stock	08/27/2009		S	300 D \$ 79.82	24,667	D	
Common Stock	08/27/2009		S	500 D \$ 79.83	24,167	D	

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Common Stock	08/27/2009	S	900	D	\$ 79.86	23,267	D
Common Stock	08/27/2009	S	200	D	\$ 79.87	23,067	D
Common Stock	08/27/2009	S	700	D	\$ 79.88	22,367	D
Common Stock	08/27/2009	S	200	D	\$ 79.89	22,167	D
Common Stock	08/27/2009	S	3,000	D	\$ 79.9	19,167	D
Common Stock	08/27/2009	S	500	D	\$ 79.95	18,667	D
Common Stock	08/27/2009	S	1,200	D	\$ 80	17,467	D
Common Stock	08/27/2009	S	500	D	\$ 80.02	16,967	D
Common Stock	08/27/2009	S	400	D	\$ 80.05	16,567	D
Common Stock	08/27/2009	S	100	D	\$ 80.06	16,467	D
Common Stock	08/27/2009	S	2,100	D	\$ 80.08	14,367	D
Common Stock	08/27/2009	S	500	D	\$ 80.09	13,867	D
Common Stock	08/27/2009	S	200	D	\$ 80.1	13,667	D
Common Stock	08/27/2009	S	500	D	\$ 80.15	13,167	D
Common Stock	08/27/2009	S	500	D	\$ 80.24	12,667	D
Common Stock	08/27/2009	S	2,000	D	\$ 80.6	10,667	D
Common Stock	08/27/2009	S	10,667	D	\$ 80.63	0 ⁽¹⁾	D

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

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(9-02)

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

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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. Transaction 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 (Month/Day/Year)		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)	\$ 37	08/27/2009		M		26,667		<u>(2)</u>	01/25/2011	Common Stock	26,667

Reporting Owners

Reporting Owner Name / Address	Relationships
	Director 10% Owner Officer Other
TAYLOR GARY J ENTERGY CORPORATION 639 LOYOLA AVENUE NEW ORLEANS, LA 70113	Group President, Utility Op

Signatures

Robert D. Sloan for Gary J.
Taylor 08/31/2009

__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 reporting person had 1,368 shares of Entergy stock in the Entergy's Savings Plan.

(2) The options vested in one-third annual equal installments on January 25, 2002, January 25, 2003 and January 25, 2004.

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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