ENTERGY CORP /DE/

Form 4

January 30, 2006

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

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See Instruction

Check this box

if no longer

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

1(b).

(Print or Type Responses)

1. Name and Address of Reporting Person * MADISON WILLIAM E

2. Issuer Name and Ticker or Trading Symbol

5. Relationship of Reporting Person(s) to

Issuer

(Last)

(City)

Security

(Instr. 3)

(First)

(Middle)

ENTERGY CORP /DE/ [ETR]

(Check all applicable)

ENTERGY CORPORATION, 500

(Street)

3. Date of Earliest Transaction

(Month/Day/Year) 01/26/2006

Director 10% Owner X_ Officer (give title

6. Individual or Joint/Group Filing(Check

Senior Vice President

below)

Other (specify below)

CLINTON CENTER DRIVE

4. If Amendment, Date Original

Applicable Line)

Filed(Month/Day/Year)

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

(Instr. 4)

Person

CLINTON, MS 39056

(Zip) 1. Title of 2. Transaction Date 2A. Deemed

(State)

(Month/Day/Year)

3. 4. Securities Execution Date, if TransactionAcquired (A) or Code Disposed of (D)

5. Amount of Securities Beneficially Owned

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

6. Ownership 7. Nature of Form: Direct Indirect (D) or Indirect Beneficial Ownership (I)

(Instr. 4)

(A)

(Instr. 8)

Following Reported Transaction(s)

(Instr. 3 and 4)

Code V Amount (D) Price

(Instr. 3, 4 and 5)

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

(Month/Day/Year)

Persons who respond to the collection of SEC 1474 information contained in this form are not (9-02)required to respond unless the form displays a currently valid OMB control number.

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

1. Title of Derivative Security

Conversion or Exercise

3. Transaction Date 3A. Deemed (Month/Day/Year) Execution Date, if

any

4. 5. Number of **Transaction**Derivative Code Securities

6. Date Exercisable and **Expiration Date** (Month/Day/Year)

7. Title and Am Underlying Sec (Instr. 3 and 4)

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(Instr. 3)	Price of Derivative Security		(Month/Day/Year)	(Instr. 8)	Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)					
				Code V	(A)	(D)	Date Exercisable	Expiration Date	Title	A on N
Employee Stock Option (Right to Buy)	\$ 68.89	01/26/2006		A	15,000		<u>(1)</u>	01/26/2016	ETR Common	1
Equity Units	\$ 68.89	01/26/2006		A(2)	6,200		01/26/2006	01/26/2006(2)	ETR Common	
Equity Units	\$ 68.89	01/26/2006		D		6,200	01/26/2006	01/26/2006(2)	ETR Common	

Reporting Owners

Reporting Owner Name / Address	Relationships						
Reporting Owner Plante, Fladress	Director	10% Owner	Officer	Other			
MADISON WILLIAM E ENTERGY CORPORATION 500 CLINTON CENTER DRIVE CLINTON, MS 39056			Senior Vice President				

Signatures

Christopher T. Screen for William E.

Madison

01/30/2006

**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) One-third of these options will vest on each of the first three anniversary dates of the grant. These options were acquired under Entergy's Equity Ownership Plan.
- The reporting person earned these units under the Company's 2003-2005 Long Term Incentive Plan. At the close of the performance (2) period, each unit was valued at \$68.65. On January 26, 2006, the reporting person received a pay-out of 6,200 units and chose to receive this payment in cash.

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.

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