

ENTERGY CORP /DE/  
Form 8-K  
March 12, 2007

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

FORM 8-K  
CURRENT REPORT

Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

Date of Report (Date earliest event reported) March 12, 2006

| <u>Commission<br/>File Number</u> | <u>Registrant, State of Incorporation,<br/>Address and Telephone Number</u>   | <u>I.R.S. Employer<br/>Identification<br/>No.</u> |
|-----------------------------------|---|---|
| 1-11299                           | ENTERGY CORPORATION<br>(a Delaware corporation)<br>639 Loyola Avenue<br>New Orleans, LA 70113<br>Telephone (504) 576-4000 | 72-1229752  |

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (*see* General Instruction A.2.):

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

(b) (c)

The Board of Directors of Entergy Corporation has elected Richard J. Smith, Group President, Utility Operations, to the position of President and Chief Operating Officer of Entergy Corporation. Mr. Smith, age 55, has held the title of Group President, Utility Operations since 2001. For additional information, see the press release of Entergy

Corporation dated March 12, 2007.

Item 9.01. Financial Statements and Exhibits

(d) Exhibits.

| <u>Exhibit No.</u> | <u>Description</u>  |
|--------------------|---|
| 99.1               | Press Release, dated March 12, 2007, issued by Entergy Corporation. |

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

Entergy Corporation

By: /s/ Robert D. Sloan

Robert D. Sloan  
Executive Vice President , General  
Counsel and Corporate Secretary

Dated: March 12, 2007