



Entergy Arkansas, Inc.  
Regulatory Affairs  
425 West Capitol Avenue  
P. O. Box 551  
Little Rock, AR 72203-0551  
Tel 501 377 4000

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2010 JUL 28 PM 4:09

T.R.A. DOCKET ROOM

**VIA OVERNIGHT MAIL**

July 26, 2010

Ms. Pat Murphy  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, TN 37243-0505

Re: In the Matter of the Application of Entergy Arkansas, Inc. for  
Approval of Changes in Rates for Retail Electric Service  
TRA Docket No. 10-00001

Dear Ms. Murphy:

In follow-up to our July 22, 2010 letter to you, attached for filing in this Docket is the original of Entergy Arkansas, Inc.'s (EAI) notarized proof of publication regarding EAI's Notice of Public Hearing published on July 20, 2010, in the West Memphis, Arkansas *Evening Times* notifying EAI's Tennessee customers of EAI's July 26, 2010 public hearing.

If you have any questions, please do not hesitate to call me at 501-377-4338.

Sincerely,

David E. Hunt  
Manager, Regulatory Affairs

Attachment

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TN REGULATORY AUTHORITY  
UTILITIES DIVISION

## PUBLIC NOTICE

Notice of Public Hearing. The Tennessee Regulatory Authority (TRA) has scheduled a public hearing in Docket No. 10-00001 to consider Entergy Arkansas, Inc.'s (EAI) Petition and the Arkansas Public Service Commission's (APSC) Decision on the revised rate schedules and tariffs for electric service which were approved by the APSC for all EAI's retail classes of customers in Arkansas. EAI requests the same general retail rate changes for EAI's Tennessee retail customers living on the west side of the Mississippi River between Marion, Arkansas and Blytheville, Arkansas. EAI traditionally charges the same rates for its Tennessee retail customers as its approximately 690,000 Arkansas retail customers, subject to approval of the TRA.

The TRA has scheduled a public hearing for Monday, July 26, 2010 at 1:00 p.m. (C.D.T.) during the TRA Authority Conference and it will be conducted in the Hearing Room on the Ground Floor at 460 James Robertson Parkway, Nashville, Tennessee. The matter will be heard by the voting panel of Chairman Mary Freeman, Director Eddie Roberson, Director Sara Kyle and Director Kenneth Hill and will be conducted in accordance with the Tennessee Uniform Administrative Procedures Act. All parties are entitled to be represented by counsel. Members of the public may submit written comments or participate by presenting oral comments during the hearing. At the commencement of the hearing, the panel will consider the APSC's decisions and the compliance tariffs filed by EAI in this Docket on July 12, 2010.

The rate increase/(decrease) for each rate class under consideration is as follows:

Residential 3.05%  
Small General Service 11.66%  
Large General Service 11.66%  
Lighting (0.81%)

The rate schedules reflecting the rate changes may be found at <http://www.entropy-arkansas.com> or <http://www.apscservices.info/tariff.asp>.

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STATE OF ARKANSAS  
COUNTY OF CRITTENDEN

I, Alexander P. Coulter, do solemnly swear that I am publisher of the *Times*, a daily newspaper, published in the county and state aforesaid that I was so related to this publication at and during the publication of their annexed legal advertisement in the case of

Warning Order No. \_\_\_\_\_

Probate Notice No. \_\_\_\_\_

Commissioner's Sale No. \_\_\_\_\_

County Court Notice re. \_\_\_\_\_

pending in the (Circuit-Chancery-County) Court in said county; that the dates of the several publications of said advertisements are hereinafter stated, and that during said periods and said dates said newspaper was printed and published in said county and had a bona fide circulation therein for the period of one month before the date of the first publication of said advertisement; and that said advertisement was published in the regular issues of said newspaper for \_\_\_\_\_ consecutive times; publication thereof was made on the following dates:

1. <u>20</u>	6. _____	11. _____	16. _____	21. _____
2. _____	7. _____	12. _____	17. _____	22. _____
3. _____	8. _____	13. _____	18. _____	23. _____
4. _____	9. _____	14. _____	19. _____	24. _____
5. _____	10. _____	15. _____	20. _____	25. _____



Alexander P. Coulter, Publisher

Subscribed and sworn to before me this 20<sup>th</sup> day

July, 2010

Dorothy Wade, Notary Public

My Commission Expires 12-12-2010

Fee for Printing \$ 81.64