#### HARTE HANKS INC

Form 4

November 15, 2004

## FORM 4

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

OMB 3235-0287

**OMB APPROVAL** 

Check this box if no longer subject to

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Number: 3235-0287 Expires: January 31, 2005

Section 16.
Form 4 or
Form 5
obligations

may continue.

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

burden hours per response... 0.5

Estimated average

See Instruction 1(b).

(Print or Type Responses)

| 1. Name and Address of Reporting Person * FRANKLIN LARRY |  |  | 2. Issuer Name <b>and</b> Ticker or Trading<br>Symbol<br>HARTE HANKS INC [HHS] | 5. Relationship of Reporting Person(s) to Issuer  (Check all applicable)   |  |  |  |
|--|--|--|--|--|--|--|--|
| (Last)   | (Last) (First) (Middle) 3. Date of Earliest Tran |  | 3. Date of Earliest Transaction  | (Enternal application)   |  |  |  |
|  |  |  | (Month/Day/Year)   | X Director 10% Owner   |  |  |  |
| 200 CONCORD PLAZA DR.,<br>SUITE 800                      |  |  | 11/11/2004   | _X_ Officer (give title Other (spe<br>below) below)  Chairman of the Board |  |  |  |
|  |  |  |  | Chairman of the board  |  |  |  |
| (Street)   |  |  | 4. If Amendment, Date Original   | 6. Individual or Joint/Group Filing(Check                                  |  |  |  |
|  |  |  | Filed(Month/Day/Year)  | Applicable Line) _X_ Form filed by One Reporting Person                    |  |  |  |
| SAN ANTONIO, TX 78216                                    |  |  |  | Form filed by More than One Reporting Person                               |  |  |  |

### (City) (State) (Zip) Table I. Non Donivative Securities Assuring Disposed of an Repositional Disposed of Dispo

| (City)                               | (State)                                 | Table Table   | e I - Non-D   | erivative | Secur | ities Acqu  | uired, Disposed of   | f, or Beneficial                                      | ly Owned |
|--------------------------------------|---|---|---|-----------|-------|-------------|--|---|----------|
| 1.Title of<br>Security<br>(Instr. 3) | 2. Transaction Date<br>(Month/Day/Year) | 2A. Deemed<br>Execution Date, if<br>any<br>(Month/Day/Year) | 3. 4. Securities Acquired Transaction(A) or Disposed of (D) Code (Instr. 3, 4 and 5) (Instr. 8) |           |       |             | 5. Amount of<br>Securities<br>Beneficially<br>Owned<br>Following<br>Reported | 7. Nature of Indirect Beneficial Ownership (Instr. 4) |          |
|                                      |   |   | Code V  | Amount    | or    | Price       | Transaction(s) (Instr. 3 and 4)  |   |          |
| Commor<br>Stock                      | 11/11/2004                              |   | S   | 177       | D     | \$<br>26.76 | 2,969,598  | D   |          |
| Commor<br>Stock                      | 11/11/2004                              |   | S   | 200       | D     | \$<br>26.76 | 2,969,398  | D   |          |
| Commor<br>Stock                      | 11/11/2004                              |   | S   | 5,900     | D     | \$ 26.7     | 2,963,498  | D   |          |
| Commor<br>Stock                      | 1                                       |   |   |           |       |             | 55,000   | I   | Trust    |
| Commor<br>Stock                      | 1                                       |   |   |           |       |             | 55,000   | I   | Trust    |

#### Edgar Filing: HARTE HANKS INC - Form 4

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

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.

SEC 1474 (9-02)

> 9. Nu Deriv Secur Bene Own Follo Repo Trans (Instr

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

| 1. Title of | 2.          | 3. Transaction Date | 3A. Deemed         | 4.         | 5.         | 6. Date Exerc    | cisable and  | 7. Titl | e and    | 8. Price of | 9 |
|-------------|-------------|---------------------|--------------------|------------|------------|------------------|--------------|---------|----------|-------------|---|
| Derivative  | Conversion  | (Month/Day/Year)    | Execution Date, if | Transacti  | iorNumber  | Expiration Da    | ate          | Amou    | nt of    | Derivative  | ] |
| Security    | or Exercise |                     | any                | Code       | of         | (Month/Day/      | Year)        | Under   | lying    | Security    | 5 |
| (Instr. 3)  | Price of    |                     | (Month/Day/Year)   | (Instr. 8) | Derivative | e                |              | Secur   | ities    | (Instr. 5)  | J |
|             | Derivative  |                     |                    |            | Securities |                  |              | (Instr. | 3 and 4) |             | ( |
|             | Security    |                     |                    |            | Acquired   |                  |              |         |          |             | J |
|             |             |                     |                    |            | (A) or     |                  |              |         |          |             | ] |
|             |             |                     |                    |            | Disposed   |                  |              |         |          |             | - |
|             |             |                     |                    |            | of (D)     |                  |              |         |          |             | ( |
|             |             |                     |                    |            | (Instr. 3, |                  |              |         |          |             |   |
|             |             |                     |                    |            | 4, and 5)  |                  |              |         |          |             |   |
|             |             |                     |                    |            |            |                  |              |         |          |             |   |
|             |             |                     |                    |            |            |                  |              |         | Amount   |             |   |
|             |             |                     |                    |            |            | Date             | Expiration   | m 1     | or       |             |   |
|             |             |                     |                    |            |            | Exercisable Date | Title Number |         |          |             |   |
|             |             |                     |                    | ~          |            |                  |              |         | of       |             |   |
|             |             |                     |                    | Code V     | (A) $(D)$  |                  |              |         | Shares   |             |   |

## **Reporting Owners**

| Reporting Owner Name / Address |  |
|--------------------------------|--|
|--------------------------------|--|

Director 10% Owner Officer Other

FRANKLIN LARRY

200 CONCORD PLAZA DR., SUITE 800 X Chairman of the Board

SAN ANTONIO, TX 78216

## **Signatures**

Paul Steven Hacker, Power of Attorney 11/15/2004

\*\*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).

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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