HARTE HANKS INC

Form 4

February 14, 2007

FORM 4

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

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF

SECURITIES

OMB Number:

3235-0287

Expires:

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Check this box

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)

See Instruction

(Last) (First) (Middle)		ing Person *	2. Issuer Name and Ticker or Trading Symbol HARTE HANKS INC [HHS]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable)		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction	(Check all applicable)		
200 CONCOR SUITE 800	D PLAZA	DR.,	(Month/Day/Year) 02/12/2007	X Director 10% Owner Officer (give title below) Other (specify below)		
	(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) Tabl	le I - Non-I	Derivative	Secur	ities Acqu	iired, Disposed of	f, or Beneficial	ly Owned
1.Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	Code (Instr. 8)	4. Securit or(A) or Di (Instr. 3,	sposed 4 and 3 (A) or	of (D) 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	02/12/2007		Code V S	Amount 10,000	(D)	Price \$ 27.04	1,886,057	D	
Common Stock	02/12/2007		S	100	D	\$ 27.03	1,885,957	D	
Common Stock	02/12/2007		S	2,800	D	\$ 27.02	1,883,157	D	
Common Stock	02/12/2007		S	2,100	D	\$ 27.05	1,881,057	D	
Common Stock	02/12/2007		S	900	D	\$ 27.13	1,880,157	D	

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Common Stock	02/12/2007	S	1,100	D	\$ 27.14	1,879,057	D	
Common Stock	02/13/2007	S	200	D	\$ 27.22	1,878,857	D	
Common Stock	02/13/2007	S	1,300	D	\$ 27.23	1,877,557	D	
Common Stock	02/13/2007	S	2,800	D	\$ 27.24	1,874,757	D	
Common Stock	02/13/2007	S	1,800	D	\$ 27.25	1,872,957	D	
Common Stock	02/13/2007	S	3,700	D	\$ 27.26	1,869,257	D	
Common Stock	02/13/2007	S	100	D	\$ 27.28	1,869,157	D	
Common Stock	02/13/2007	S	100	D	\$ 27.29	1,869,057	D	
Common Stock						150,000	I	By 6/06 GRAT
Common Stock						150,000	I	By Wife's 6/06 GRAT
Common Stock						190,000	I	By 4/06 GRAT
Common Stock						190,000	I	By Wife's 4/06 GRAT
Common Stock						200	I	By Moreno Trust

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

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SEC 1474

(9-02)

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

1. Title of Derivative Security (Instr. 3)	Conversion or Exercise Price of Derivative	3. Transaction Date (Month/Day/Year)	4. Transactio Code (Instr. 8)	of Derivativ Securities	3	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	Deriv Secur Bene Own
	Security			Acquired				Follo

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(A) or Disposed of (D) (Instr. 3, 4, and 5)

Code V (A) (D) Date Expiration Title Amount Exercisable Date or

or Number of Shares

Reporting Owners

Reporting Owner Name / Address Relationships

Director 10% Owner Officer Other

FRANKLIN LARRY 200 CONCORD PLAZA DR., SUITE 800 X SAN ANTONIO, TX 78216

Signatures

Dean H. Blythe, Power of Attorney 02/14/2007

**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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