

HARTE HANKS INC
Form 4
November 12, 2004

FORM 4

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

OMB APPROVAL

OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

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

(Print or Type Responses)

1. Name and Address of Reporting Person *
FRANKLIN LARRY

(Last) (First) (Middle)

200 CONCORD PLAZA DR.,
SUITE 800

(Street)

SAN ANTONIO, TX 78216

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol
HARTE HANKS INC [HHS]

3. Date of Earliest Transaction
(Month/Day/Year)
11/09/2004

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

Director 10% Owner
 Officer (give title below) Other (specify below)

Chairman of the Board

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

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

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 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 Ownership (Instr. 4)
				(A) or (D) Code V Amount Price			
Common Stock	11/09/2004		S	7,100 D \$ 26.55	2,987,675	D	
Common Stock	11/09/2004		S	400 D \$ 26.61	2,987,275	D	
Common Stock	11/09/2004		S	1,200 D \$ 26.62	2,986,075	D	
Common Stock	11/09/2004		S	200 D \$ 26.64	2,985,875	D	
Common Stock	11/09/2004		S	400 D \$ 26.65	2,985,475	D	

Edgar Filing: HARTE HANKS INC - Form 4

Common Stock	11/09/2004	S	400	D	\$ 26.66	2,985,075	D	
Common Stock	11/09/2004	S	300	D	\$ 26.7	2,984,775	D	
Common Stock	11/10/2004	S	300	D	\$ 26.67	2,984,475	D	
Common Stock	11/10/2004	S	3,500	D	\$ 26.68	2,980,975	D	
Common Stock	11/10/2004	S	600	D	\$ 26.69	2,980,375	D	
Common Stock	11/10/2004	S	5,500	D	\$ 26.7	2,974,875	D	
Common Stock	11/10/2004	S	2,000	D	\$ 26.71	2,972,875	D	
Common Stock	11/10/2004	S	300	D	\$ 26.72	2,972,575	D	
Common Stock	11/10/2004	S	200	D	\$ 26.73	2,972,375	D	
Common Stock	11/10/2004	S	100	D	\$ 26.74	2,972,275	D	
Common Stock	11/10/2004	S	900	D	\$ 26.75	2,971,375	D	
Common Stock	11/10/2004	S	100	D	\$ 26.79	2,971,275	D	
Common Stock	11/10/2004	S	200	D	\$ 26.8	2,971,075	D	
Common Stock	11/10/2004	S	300	D	\$ 26.81	2,970,775	D	
Common Stock	11/10/2004	S	400	D	\$ 26.82	2,970,375	D	
Common Stock	11/10/2004	S	600	D	\$ 26.9	2,969,775	D	
Common Stock						55,000	I	Trust
Common Stock						55,000	I	Trust

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)

