

HARTE HANKS INC  
Form 4  
February 27, 2007

**FORM 4** UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549

OMB APPROVAL

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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)  
02/23/2007

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)

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 Indirect Beneficial Ownership (Instr. 4)
				(A) or (D) Code V Amount (D) Price			
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
					200	I	

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								By Moreno Trust
Common Stock	02/23/2007		S	600	D	\$ 27.68	1,838,457	D
Common Stock	02/23/2007		S	200	D	\$ 27.67	1,838,257	D
Common Stock	02/23/2007		S	200	D	\$ 27.66	1,838,057	D
Common Stock	02/23/2007		S	600	D	\$ 27.65	1,837,457	D
Common Stock	02/23/2007		S	100	D	\$ 27.63	1,837,357	D
Common Stock	02/23/2007		S	600	D	\$ 27.65	1,836,757	D
Common Stock	02/23/2007		S	100	D	\$ 27.63	1,836,657	D
Common Stock	02/23/2007		S	4,200	D	\$ 27.62	1,832,457	D
Common Stock	02/23/2007		S	400	D	\$ 27.61	1,832,057	D
Common Stock	02/23/2007		S	400	D	\$ 27.6	1,831,657	D
Common Stock	02/23/2007		S	200	D	\$ 27.58	1,831,457	D
Common Stock	02/23/2007		S	2,100	D	\$ 27.57	1,829,357	D
Common Stock	02/23/2007		S	300	D	\$ 27.68	1,829,057	D
Common Stock	02/21/2007		G V	1,800	D	\$ 0	1,827,257	D

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)

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

1. Title of Derivative Security	2. Conversion or Exercise	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any	4. Transaction Code	5. Number of	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying	8. Price of Derivative Security	9. Nu Deriv Secur
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(Instr. 3)	Price of Derivative Security	(Month/Day/Year)	(Instr. 8)	Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	Securities (Instr. 3 and 4)	(Instr. 5)	Bene- Own- Follo- Repo- Trans- (Instr.			
			Code	V	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount 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    02/27/2007

\*\*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.