

SECURITIES AND EXCHANGE COMMISSION

FORM 4

Statement of changes in beneficial ownership of securities

Filing Date: **2005-05-02** | Period of Report: **2005-04-28**
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ISSUER

HARTE HANKS INC

CIK: **45919** | IRS No.: **741677284** | State of Incorporation: **DE** | Fiscal Year End: **1231**
SIC: **7331** Direct mail advertising services

Business Address
200 CONCORD PLAZA DR
STE 800
SAN ANTONIO TX 78216
2108299000

REPORTING OWNER

FRANKLIN LARRY

CIK: **918996** | State of Incorporation: **TX** | Fiscal Year End: **1231**
Type: **4** | Act: **34** | File No.: **001-07120** | Film No.: **05791385**

Mailing Address
HARTE HANKS
COMMUNICATIONS INC
200 CONCORD PLAZA DRIVE
SUITE 800
SAN ANTONIO TX 78216

Business Address
2108299000

FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

OMB APPROVAL

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STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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. Name and Address of Reporting Person FRANKLIN LARRY			2. Issuer Name and Ticker or Trading Symbol HARTE HANKS INC [HHS]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director <input type="checkbox"/> 10% Owner <input checked="" type="checkbox"/> Officer (give title below) <input type="checkbox"/> Other (specify below) Chairman of the Board		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 04/28/2005			6. Individual or Joint/Group Filing (Check applicable line) <input checked="" type="checkbox"/> Form Filed by One Reporting Person <input type="checkbox"/> Form Filed by More than One Reporting Person		
200 CONCORD PLAZA DR., SUITE 800			4. If Amendment, Date Original Filed(Month/Day/Year)					
(Street) SAN ANTONIO, TX 78216								
(City)	(State)	(Zip)						

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)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	02/22/2005		<u>G</u>	<u>V</u>	6,204	D	\$ 0	2,925,414	D	
Common Stock	02/22/2005		<u>G</u>	<u>V</u>	8,454	D	\$ 0	2,916,960	D	
Common Stock	02/22/2005		<u>G</u>	<u>V</u>	9,392	D	\$ 0	2,907,568	D	
Common Stock	03/29/2005		<u>G</u>	<u>V</u>	1,000	D	\$ 0	2,906,568	D	
Common Stock	04/07/2005		<u>G</u>	<u>V</u>	2,000	D	\$ 0	2,904,568	D	
Common Stock	04/08/2005		<u>G</u>	<u>V</u>	1,000	D	\$ 0	2,903,568	D	
Common Stock	04/25/2005		<u>G</u>	<u>V</u>	100	D	\$ 0	2,903,468	D	
Common Stock	04/27/2005		<u>G</u>	<u>V</u>	1,000	D	\$ 0	2,902,468	D	
Common Stock	04/27/2005		<u>G</u>	<u>V</u>	2,000	D	\$ 0	2,900,468	D	
Common Stock	04/27/2005		<u>G</u>	<u>V</u>	850	D	\$ 0	2,899,618	D	
Common Stock	04/28/2005		<u>S</u>		1,100	D	\$28.5	2,898,518	D	
Common Stock	04/28/2005		<u>S</u>		3,900	D	\$28.45	2,894,618	D	
Common Stock	04/29/2005		<u>S</u>		5,000	D	\$28.45	2,889,618	D	
Common Stock								55,000	I	Trust
Common Stock								55,000	I	Trust

**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)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of Derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form of Derivative Security: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					

Signatures

Paul Steven Hacker, Power of Attorney

** Signature of Reporting Person

05/02/2005

Date

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

* 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.

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 Number.