

Harrison Andrew P  
 Form 3  
 January 30, 2013

**FORM 3 UNITED STATES SECURITIES AND EXCHANGE COMMISSION**  
**Washington, D.C. 20549**

OMB APPROVAL

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**INITIAL STATEMENT OF 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 * |         | 2. Date of Event Requiring Statement | 3. Issuer Name and Ticker or Trading Symbol                                |  |
| Harrison Andrew P                         |         | (Month/Day/Year)                     | HARTE HANKS INC [HHS]  |  |
| (Last)                                    | (First) | (Middle)                             | 01/29/2013   |  |
| 9601 MCALLISTER<br>FREEWAY, SUITE 610     |         |                                      | 4. Relationship of Reporting Person(s) to Issuer                           | 5. If Amendment, Date Original Filed(Month/Day/Year)                   |
| (Street)                                  |         |                                      | (Check all applicable)   |  |
| SAN ANTONIO, TX 78216                     |         |                                      | <input type="checkbox"/> Director <input type="checkbox"/> 10% Owner       | 6. Individual or Joint/Group Filing(Check Applicable Line)             |
| (City)                                    | (State) | (Zip)                                | <input checked="" type="checkbox"/> Officer <input type="checkbox"/> Other | <input checked="" type="checkbox"/> Form filed by One Reporting Person |
|   |         |                                      | (give title below) (specify below)   | <input type="checkbox"/> Form filed by More than One Reporting Person  |
|   |         |                                      | Vice President   |  |

**Table I - Non-Derivative Securities Beneficially Owned**

| 1. Title of Security (Instr. 4) | 2. Amount of Securities Beneficially Owned (Instr. 4) | 3. Ownership Form: Direct (D) or Indirect (I) (Instr. 5) | 4. Nature of Indirect Beneficial Ownership (Instr. 5) |
|---------------------------------|---|--|---|
| Common Stock                    | 5,667 <sup>(1)</sup>                                  | D  |   |

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

SEC 1473 (7-02)

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

| 1. Title of Derivative Security (Instr. 4) | 2. Date Exercisable and Expiration Date (Month/Day/Year) | 3. Title and Amount of Securities Underlying Derivative Security (Instr. 4) | 4. Conversion or Exercise Price of Derivative Security | 5. Ownership Form of Derivative Security: Direct (D) | 6. Nature of Indirect Beneficial Ownership (Instr. 5) |
|--|--|---|--|--|---|
|--|--|---|--|--|---|

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|                             | Date Exercisable | Expiration Date | Amount or Number of Shares | or Indirect (I) (Instr. 5) |   |   |
|-----------------------------|------------------|-----------------|----------------------------|----------------------------|---|---|
| Stock option (right to buy) | 02/02/2009       | 02/02/2014      | Common Stock 1,500         | \$ 22.03                   | D | Â |
| Stock option (right to buy) | 01/27/2010       | 01/27/2015      | Common Stock 1,000         | \$ 25.63                   | D | Â |
| Stock option (right to buy) | 01/25/2011       | 01/25/2016      | Common Stock 1,000         | \$ 25.8                    | D | Â |
| Stock option (right to buy) | 02/05/2012       | 02/05/2017      | Common Stock 750           | \$ 26.07                   | D | Â |
| Stock option (right to buy) | Â (2)            | 02/05/2018      | Common Stock 4,000         | \$ 15.9                    | D | Â |
| Stock option (right to buy) | Â (3)            | 02/05/2019      | Common Stock 15,000        | \$ 6.04                    | D | Â |
| Stock option (right to buy) | Â (4)            | 02/05/2020      | Common Stock 12,000        | \$ 11.9                    | D | Â |
| Stock option (right to buy) | Â (5)            | 02/05/2021      | Common Stock 4,000         | \$ 12.31                   | D | Â |
| Stock option (right to buy) | Â (6)            | 02/05/2022      | Common Stock 8,000         | \$ 9.91                    | D | Â |
| Stock option (right to buy) | Â (7)            | 09/18/2022      | Common Stock 40,000        | \$ 7.25                    | D | Â |

## Reporting Owners

| Reporting Owner Name / Address   | Relationships |           |                  |       |
|--|---------------|-----------|------------------|-------|
|  | Director      | 10% Owner | Officer          | Other |
| Harrison Andrew P<br>9601 MCALLISTER FREEWAY<br>SUITE 610<br>SAN ANTONIO, TX 78216 | Â             | Â         | Â Vice President | Â     |

## Signatures

/s/ Robert L. R. Munden, Power of Attorney 01/30/2013

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

\* If the form is filed by more than one reporting person, see Instruction 5(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).

(1) 5,367 of such shares are subject to vesting, and vest as follows: 2,933 shares on 2/5/2013, 1,434 shares on 2/5/2014 and 1,000 shares on 2/5/2015.

(2) 3,000 shares are currently vested and exercisable, and 1,000 shares vest and become exercisable on 2/5/2013.

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- (3) 3,750 shares are currently vested and exercisable, and 3,750 shares vest and become exercisable on each of 2/5/2013 and 2/5/2014.
- (4) 3,000 shares are currently vested and exercisable, and 3,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.
- (5) 1,000 shares are currently vested and exercisable, and 1,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.
- (6) 2,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014, 2/5/2015 and 2/5/2016.
- (7) 10,000 shares vest and become exercisable on each of 9/18/2013, 9/18/2014, 9/18/2015 and 9/18/2016.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *See* Instruction 6 for procedure.

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