

Falcone Jeannine L.  
 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 <b>and</b> Ticker or Trading Symbol	
Falcone Jeannine L.		(Month/Day/Year)	HARTE HANKS INC [HHS]	
(Last)	(First)	(Middle)	4. Relationship of Reporting Person(s) to Issuer	5. If Amendment, Date Original Filed(Month/Day/Year)
		01/29/2013		
9601 MCALLISTER FREEWAY, SUITE 610			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
SAN ANTONIO, TX 78216			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
(City)	(State)	(Zip)	(give title below)	(specify below)
			Vice President	
				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

**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	23,972 <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 750	\$ 22.03 D Â
Stock option (right to buy)	01/27/2010	01/27/2015	Common Stock 2,000	\$ 25.63 D Â
Stock option (right to buy)	01/25/2011	01/25/2016	Common Stock 2,500	\$ 25.8 D Â
Stock option (right to buy)	02/05/2012	02/05/2017	Common Stock 3,000	\$ 26.07 D Â
Stock option (right to buy)	Â (2)	02/05/2018	Common Stock 7,500	\$ 15.9 D Â
Stock option (right to buy)	Â (3)	02/05/2019	Common Stock 25,000	\$ 6.04 D Â
Stock option (right to buy)	Â (4)	02/05/2020	Common Stock 45,000	\$ 11.9 D Â
Stock option (right to buy)	Â (5)	02/05/2021	Common Stock 5,000	\$ 12.31 D Â
Stock option (right to buy)	Â (6)	02/05/2022	Common Stock 20,000	\$ 9.91 D Â
Stock option (right to buy)	Â (7)	09/18/2022	Common Stock 60,000	\$ 7.25 D Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Falcone Jeannine L. 9601 MCALLISTER FREEWAY SUITE 610 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) 21,537 of such shares are subject to vesting, and vest as follows: 12,536 shares on 2/5/2013, 5,667 shares on 2/5/2014 and 3,334 shares on 2/5/2015.

(2) 5,625 shares are currently vested and exercisable, and 1,875 shares vest and become exercisable on 2/5/2013.

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- (3) 12,500 shares are currently vested and exercisable, and 6,250 shares vest and become exercisable on each of 2/5/2013 and 2/5/2014.
- (4) 11,250 shares are currently vested and exercisable, and 11,250 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.
- (5) 1,250 shares are currently vested and exercisable, and 1,250 shares vest and become exercisable on each of 2/5/2013, 2/5/2014 and 2/5/2015.
- (6) 5,000 shares vest and become exercisable on each of 2/5/2013, 2/5/2014, 2/5/2015 and 2/5/2016.
- (7) 15,000 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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