

Paulsin Michael P  
Form 3  
January 26, 2012

**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	
Â Paulsin Michael P		(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)
		01/25/2012		
9601 MCALLISTER FREEWAY, Â SUITE 610			(Check all applicable)	
(Street)			<input type="checkbox"/> Director	<input type="checkbox"/> 10% Owner
			<input checked="" type="checkbox"/> Officer	<input type="checkbox"/> Other
SAN ANTONIO, Â TX Â 78216			(give title below)	(specify below)
(City)	(State)	(Zip)	Sr. VP and President, Shoppers	
			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	15,039 <sup>(1)</sup>	D	Â
Common Stock	3,504	I	Wife

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	5. Ownership Form of Derivative	6. Nature of Indirect Beneficial Ownership (Instr. 5)
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	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	Derivative Security	Security: Direct (D) or Indirect (I) (Instr. 5)	
Stock option (right to buy)	09/03/2007	09/03/2012	Common Stock	12,500	\$ 19.85	D	Â
Stock option (right to buy)	02/02/2009	02/02/2014	Common Stock	25,000	\$ 22.03	D	Â
Stock option (right to buy)	01/27/2010	01/27/2015	Common Stock	20,000	\$ 25.63	D	Â
Stock option (right to buy)	09/21/2010	09/21/2015	Common Stock	5,000	\$ 26.31	D	Â
Stock option (right to buy)	01/25/2011	01/25/2016	Common Stock	10,000	\$ 25.8	D	Â
Stock option (right to buy)	Â <u>(2)</u>	02/05/2017	Common Stock	20,000	\$ 26.07	D	Â
Stock option (right to buy)	Â <u>(3)</u>	02/05/2018	Common Stock	25,000	\$ 15.9	D	Â
Stock option (right to buy)	Â <u>(4)</u>	02/05/2019	Common Stock	70,000	\$ 6.04	D	Â
Stock option (right to buy)	Â <u>(5)</u>	02/05/2020	Common Stock	55,000	\$ 11.9	D	Â
Stock option (right to buy)	Â <u>(6)</u>	02/05/2021	Common Stock	4,000	\$ 12.31	D	Â

## Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
Paulsin Michael P 9601 MCALLISTER FREEWAY SUITE 610 SAN ANTONIO, TX 78216	Â	Â	Â Sr. VP and President, Shoppers	Â

## Signatures

Robert L. R. Munden, Power of Attorney  
Date: 01/26/2012

\*\*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)

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9,000 of such shares are subject to vesting, and vest as follows: 2,333 shares on 2/5/2012, 4,333 shares on 2/5/2013 and 2,334 shares on 2/5/2014.

- (2) 15,000 shares are currently vested and exercisable, and 5,000 shares vest and become exercisable on 2/5/2012.
- (3) 12,500 shares are currently vested and exercisable, and 6,250 shares vest and become exercisable on each of 2/5/2012 and 2/5/2013.
- (4) 17,500 shares are currently vested and exercisable, and 17,500 shares vest and become exercisable on each of 2/5/2012, 2/5/2013 and 2/5/2014.
- (5) 13,750 shares vest and become exercisable on each of 2/5/2012, 2/5/2013, 2/5/2014 and 2/5/2015.
- (6) 1,000 shares vest and become exercisable on each of 2/5/2012, 2/5/2013, 2/5/2014 and 2/5/2015.

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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