

HARTE HANKS INC  
Form SC 13G/A  
February 17, 2004

OMB APPROVAL
OMB Number: 3235-0145
Expires: December 31, 2005
Estimated average burden hours per response...11

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

SCHEDULE 13G

(Rule 13d-102)

INFORMATION TO BE INCLUDED IN STATEMENTS FILED PURSUANT  
TO RULES 13d-1(b), (c), AND (d) AND AMENDMENTS THERETO FILED  
PURSUANT TO RULE 13d-2(b)

Under the Securities Exchange Act of 1934  
(Amendment No. 4)\*

HARTE-HANKS, INC.

---

(Name of Issuer)

Common Stock, Par Value \$1.00 Per Share

---

(Title of Class of Securities)

416196103

---

(Cusip Number)

December 31, 2003

---

(Date of Event Which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1 (b)

Rule 13d-1 (c)

Rule 13d-1 (d)

\*The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

Edgar Filing: HARTE HANKS INC - Form SC 13G/A

The information required in the remainder of this cover page shall not be deemed to be filed for the purpose of Section 18 of the Securities Exchange Act of 1934 or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see the notes).

---

Edgar Filing: HARTE HANKS INC - Form SC 13G/A

13G

CUSIP No. 416196103

---

1. Name of Reporting Person: I.R.S. Identification Nos. of above persons (entities only):  
David L. Sinak

---

2. Check the Appropriate Box if a Member of a Group:\*

Not Applicable

(a)

(b)

---

3. SEC Use Only:

---

4. Citizenship or Place of Organization:  
United States Citizen

---

Number of  
Shares  
Beneficially  
Owned by  
Each  
Reporting  
Person With

5. Sole Voting Power:  
2,308,425

6. Shared Voting Power:  
2,010,391

7. Sole Dispositive Power:  
2,308,425

8. Shared Dispositive Power:  
2,010,391

---

9. Aggregate Amount Beneficially Owned by Each Reporting Person:  
4,318,816

---

10. Check if the Aggregate Amount in Row (9) Excludes Certain Shares:\*

Not Applicable

Edgar Filing: HARTE HANKS INC - Form SC 13G/A

11. Percent of Class Represented by Amount in Row (9):  
4.9%

---

12. Type of Reporting Person: \*  
IN

---

\* SEE INSTRUCTION BEFORE FILLING OUT!

Page 2 of 4 pages

---

**Item 1.**

(a) Name of Issuer:

**HARTE-HANKS, INC.**

(b) Address of Issuer's Principal Executive Offices:

**200 Concord Plaza Drive, Suite 800  
San Antonio, Texas 78216**

**Item 2.**

(a) Name of Person Filing:

**David L. Sinak**

(b) Address of Principal Business Office or, if None, Residence:

**2100 McKinney Avenue  
Suite 1100  
Dallas, Texas 75201**

(c) Citizenship:

**United States Citizen**

(d) Title of Class of Securities:

**Common Stock, par value \$1.00 per share**

(e) CUSIP Number: **416196103**

**Item 3. If This Statement is Filed Pursuant to Rule 13d-1(b), or 13d-2(b) or (c), Check Whether the Person Filing is a:**

Not Applicable

**Item 4. Ownership.**

(a) Amount Beneficially Owned: **4,318,816**

(b) Percent of Class: **4.9%**

(c) Number of shares as to which such person has:

(i) Sole power to vote or to direct the vote: **2,308,425**

(ii) Shared power to vote or to direct the vote: **2,010,391**

(iii) Sole power to dispose or to direct the disposition of: **2,308,425**

(iv) Shared power to dispose or to direct the disposition of: **2,010,391**

**Item 5. Ownership of Five Percent or Less of a Class.**

If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following o.

**Item 6. Ownership of More than Five Percent on Behalf of Another Person.**

The reporting person is sole trustee of three trusts owning an aggregate of 2,308,425 shares, and co-trustee of ten trusts owning an aggregate of 2,010,391 shares. Each of the co-trustees have the power to direct the receipt of dividends from or the proceeds from the sale of such shares pursuant to the relevant trust agreement.

The beneficiary of each trust has the right to receive dividends from or the proceeds from the sale of securities held in the trust in accordance with the relevant trust agreement.

**Item 7. Identification and Classification of the Subsidiary Which Acquired the Security Being Reported on By the Parent Holding Company or Control Person.**

Not Applicable

**Item 8. Identification and Classification of Members of the Group.**

Not Applicable

**Item 9. Notice of Dissolution of Group.**

Not Applicable

**Item 10. Certification.**

Not Applicable

**SIGNATURE**

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

By:           /s/ David L. Sinak          

David L. Sinak

Date: February 17, 2004

Page 4 of 4 pages