

How to Tell a Story That Makes Journalists Want to Feature You

Why do **YOU** need publicity?



Jeremy F. Knaufl

A background image of The Flash (Eddie Thawne) in his red suit, running through a city street. He is looking forward with a determined expression, and his right hand is raised in a 'stop' or 'brake' gesture. The background shows blurred city buildings and a street, suggesting high speed.

1. It speeds up the sales cycle

A man in a dark suit and sunglasses is holding a large stack of cash, with more bills floating in the air around him. The scene is dimly lit, emphasizing the money.

2. It lets you charge higher prices

A man with a beard, wearing a dark shirt, is holding a large, ornate trophy in his right hand. He has his left hand covering his eyes, suggesting a moment of surprise or emotional triumph. The background is a solid blue color.

3. It helps you attract opportunities

Not all media is created equal...



Jeremy F. Knaufl



COPS

PERSONAL FINANCE

Published September 19, 2022 2:00am EDT

Financial expert: Government-fueled inflation is killing retirements

Dr. David Phelps warns investors must prepare for the
long haul

What do you need to know
before getting started?

A woman with long blonde hair is singing into a black microphone. She is wearing a black choker and a light-colored top. The background is a dark city skyline at night with green and yellow lights from buildings.

It's not about you

You need to demonstrate expertise

PR is only part of the equation

Avoid these 3 Dangerous PR mistakes...



Jeremy F. Knaufl

1. Misrepresenting anything

When you lied on the resume
but still got the job





U.S. Securities and
Exchange Commission

MENU



More in this Section



Joel J. Natario; Jefferson Scott Baker

U.S. SECURITIES AND
EXCHANGE COMMISSION

Litigation Release No.
26311 / May 23, 2025

*Securities and Exchange
Commission v. Joel J. Natario and
Jefferson Scott (a/k/a "PATCH")
Baker, No. 25-cv-00895-JCM-EJY
(D. Nev. filed May 21, 2025)*



SPARTAN MEDIA

Jeremy F. Knauth

2. Automating follow up

3. Offering to pay journalists

Follow these **5 steps** instead
to **get featured** in the media...

1. Build a **personal brand**

Jeremy Knauff

Author



YouTube • Daily Flash
Jeremy Knauff | Zillow Failing Home Owners | Daily Flash
Jeremy Knauff | Zillow Failing Home Owners | Daily Flash - Comments. Add a...
Oct 10, 2025

Jeremy Knauff
Jeremy Knauff: Home
Jeremy Knauff is a recognized authority in public relations and marketing, and is regularly cited by the media for his expertise.

LinkedIn
Jeremy Knauff - Spartan Media - LinkedIn
I rebuilt from that devastating loss by developing a process that my agency now...

Jeremy Knauff
<https://jeremyknauff.com>

Jeremy Knauff: Home

Jeremy Knauff is a recognized authority in public relations and marketing, and is regularly cited by the media for his expertise.

- Press
- Blog
- Partners
- Contact

LinkedIn • Jeremy Knauff
8.6K+ followers

Jeremy Knauff - I get you featured in the media so you can ...

Jeremy Knauff : I get you featured in the media so you can become a recognized authority in your industry, attract more clients, and earn more money. · View ... [Read more](#)

Profiles

LinkedIn **Facebook** **X (Twitter)**

People also search for

Michael Toll Sean Lobdell Drew Kossoff Jacques Hart

See more



SPARTAN MEDIA

Jeremy Knauff (@jeremyknauff) / Posts / X

I get you featured in the media so you can become a recognized authority in your industry, attract more clients, and earn more money. · [View ...](#) [Read more](#)



Jeremy Knauff



i'M tHe BeSt!!!



Tell a story



SPARTAN MEDIA

Jeremy F. Knauth



PERSONAL FINANCE

Published September 19, 2022 2:00am EDT

Financial expert: Government-fueled inflation is killing retirements

Dr. David Phelps warns investors must prepare for the
long haul



2. Control the **search results** *(Traditional + AI)*





Jeremy Knauff

Author



YouTube • Daily Flash
Jeremy Knauff | Zillow Failing Home Owners | Daily Flash
Jeremy Knauff | Zillow Failing Home Owners | Daily Flash - Comments. Add a...
Oct 10, 2025

Jeremy Knauff
Jeremy Knauff: Home
Jeremy Knauff is a recognized authority in public relations and marketing, and is regularly cited by the media for his expertise.

LinkedIn
Jeremy Knauff - Spartan Media - LinkedIn
I rebuilt from that devastating loss by developing a process that my agency now...

Jeremy Knauff
<https://jeremyknauff.com>

Jeremy Knauff: Home

Jeremy Knauff is a recognized authority in public relations and marketing, and is regularly cited by the media for his expertise.

- Press
- Blog
- Partners
- Contact

LinkedIn • Jeremy Knauff
8.6K+ followers

Jeremy Knauff - I get you featured in the media so you can ...

Jeremy Knauff : I get you featured in the media so you can become a recognized authority in your industry, attract more clients, and earn more money. · View ... [Read more](#)

Profiles

LinkedIn **Facebook** **X (Twitter)**

People also search for

Michael Toll Sean Lobdell Drew Kossoff Jacques Hart

See more



SPARTAN MEDIA

Jeremy Knauff (@jeremyknauff) / Posts / X

I get you featured in the media so you can become a recognized authority in your industry, attract more clients, and earn more money. · View ... [Read more](#)



Jeremy Knauff

Videos :



Today's episode with Jeremy Knauff dives into what actually ...

Facebook · Jon Nolen ·
3 weeks ago



Jeremy Knauff | Zillow Failing Home Owners | Daily Flash

YouTube · Daily Flash ·
Oct 10, 2025

Expert **Jeremy Knauff** discusses the impact of exclusive listings, FTC scrutiny, and the importance of working with an experienced real estate agent.



Between Two Belts With Jeremy Knauff!

YouTube · RJ Bates III ·
1 month ago

RJ Bates and **Jeremy** discuss a PR nightmare, white supremacy sex tape, and the H-1B visa program.

[Feedback](#)

[View all](#) >

Images



Jeremy Knauff - I get you feat...



LinkedIn



Jeremy Knauff



National Association of RE...



Jeremy Knauff - IMDb



IMDb



Show more images ▾



SPARTAN MEDIA

Jeremy F. Knauff

Latest posts from Jeremy Knauff

Public Relations Declassified
x.com/1/broadcasts/1rmG...

3+ likes · 2 days ago

 jeremyknauff

Be careful what you put into these AI tools. Anything you put into the system has the potential to become public, exposing you to a PR crisis.

2+ likes · 3 days ago

 jeremyknauff

Maaannn...I wish I had bought a LOT more precious metals when @caroljsroth kept telling me to over the last several years.

Don't get me wrong, I made a very healthy profit on what I did buy, but it could have been much larger if I had...

5 days ago

 jeremyknauff

Latest posts from Erica Sandberg

The Daily Mail gets the SF reparations problem! Great to have my Sandberg Times substack story included, as well as my Really San Francisco podcast with @greenbergnation. read here - mol.im/a/15423337 via @DailyMail

40+ likes · 2 days ago

 EricaJSandberg
X



Capital One Venture Rewards Credit Card (Jan. 2026) - Apply Online

2 days ago

 Erica Sandberg
CardRates.com



Capital One Venture X Rewards Credit Card (Jan. 2026) - Apply Online

2 days ago

 Erica Sandberg
CardRates.com



Jeremy L. Knauff

+ Follow

i

HOME

ABOUT

ALL BOOKS

Jeremy L. Knauff

About the author

Jeremy Knauff is a recognized authority in the public relations industry, and he is regularly asked to share his insight in the media and on stage. He ran a successful marketing firm for nearly two decades until a health crisis destroyed it and nearly killed him. After two years...

Read full bio

Most popular



The 'Become a Recognized Authority' Checklist: This...

★★★★★ 49

Kindle Edition

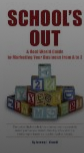
\$9⁹⁷

Top Jeremy L. Knauff titles



The 'Become a Recognized Authority' Checkl...

★★★★★ 49



School's Out: A Real World Guide to Marketing You...

★★★★★ 18

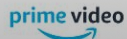
IMDbPro

All topics



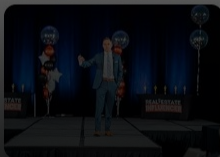
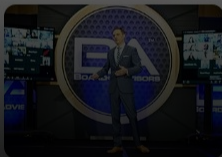
Jeremy Knauff

Executive · Publicist

[Help contribute to IMDb. Add a bio, trivia, and more.](#)[Manage on IMDbPro](#)[Contact info](#)[Agent info](#)[Resume](#)[+ Add to list](#)IMDbPro
STARMETER[See rank](#)Enjoy unlimited streaming on Prime Video [Start your 30-day free trial today](#)

Sponsored ⓘ

Photos 8 >

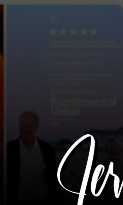
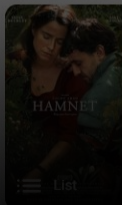


GoDaddy Airo

Still thinking
about a
domain
name?[Generate domain](#)[START TODAY](#)

Sponsored ⓘ

More to explore

*Jeremy Knauff*

IMDb Staff's Favorite Movies of 2025

**SPARTAN MEDIA**

- **60% of search users received an AI summary in their results**

<https://www.pewresearch.org/data-labs/2025/05/23/what-web-browsing-data-tells-us-about-how-ai-appears-online>

- **60% of search users received an AI summary in their results**

- **37% of consumers start searches with AI instead of Google**

<https://www.pewresearch.org/data-labs/2025/05/23/what-web-browsing-data-tells-us-about-how-ai-appears-online>
<https://searchengineland.com/consumers-start-searches-ai-not-google-study-467159>

- **60% of search users received an AI summary in their results**

- **37% of consumers start searches with AI instead of Google**

<https://www.pewresearch.org/data-labs/2025/05/23/what-web-browsing-data-tells-us-about-how-ai-appears-online>
<https://searchengineland.com/consumers-start-searches-ai-not-google-study-467159>

- **AI results are more trusted than paid ads**

<https://www.forbes.com/sites/rogerdooley/2025/03/10/ai-search-results-more-trusted-than-ads-what-cmos-need>

who is Jeremy Knauff

Here's a summary of who Jeremy Knauff is, based on recent public info:

Who He Is

- **Name / Title:** Jeremy Knauff — founder and CEO of Spartan Media, a PR & digital marketing agency.

Spartan Media +2

- **Veteran:** He served in the U.S. Marine Corps. Jeremy Knauff +1
- **Author / Speaker:** He writes about public relations, marketing, personal branding, reputation management, etc. He also gives talks and has media appearances. Jeremy Knauff +2

Jeremy Knauff +2

Key Background & Work

- He ran a digital marketing agency for many years before shifting his focus after a serious health crisis.

Jeremy Knauff

- After this crisis, which affected both his health & business, he rebuilt himself and his professional reputation, now specializing in helping others get media exposure. Jeremy Knauff +1
- His company Spartan Media helps clients get featured in media outlets, build authority in their fields, improve visibility, etc. Jeremy Knauff +1

Jeremy Knauff - 1

Jeremy Knauff +1

Personal / Other Notables

- He's married with children. IMDb
- Has been outspoken about veterans' issues — especially mental health and the epidemic of veteran suicide — stemming in part from his own experiences. Jeremy Knauff +1



Jeremy L. Knauth



Home

Explore

Notifications

Messages

Grok

Premium

Lists

Bookmarks

Jobs

Communities

Verified Orgs

Profile

More

Post



Fast



who is Jeremy Knauff

Searched for "Jeremy Knauff"

10 results

Show All (3)

Jeremy Knauff is a U.S. Marine Corps veteran, entrepreneur, author, speaker, and recognized expert in public relations (PR), marketing, search engine optimization (SEO), and digital branding. He is the founder and CEO of Spartan Media, a Tampa, Florida-based agency that specializes in helping businesses and individuals gain media exposure, build authority in their industries, and drive growth through PR strategies, web design, social media, and content marketing. With nearly two decades of experience in the field, Knauff has contributed articles to prominent publications like Entrepreneur and Search Engine Journal, where he shares insights on topics such as SEO tactics, content creation systems, link-building processes, and reputation management. He is also a freelance journalist whose work has appeared in outlets like Newsmax and EIN News, often focusing on business, finance, and current events.

Background and Personal Story

Knauff served in the United States Marine Corps infantry with 3rd Battalion, 2nd Marines, where he was prepared for rapid deployment to defend the nation. After his military service, he built a successful digital marketing agency. However, around a decade ago, a severe health crisis nearly killed him and destroyed his business, forcing him to rebuild from scratch. During this period, he was largely out of the public eye for about two years and had to leverage PR, social media, and SEO to restore his personal brand and reputation. This experience inspired him to pivot fully into PR and make it his mission to help entrepreneurs achieve visibility and authority. Additionally, as a veteran, he is passionate about combating veteran suicide, viewing his work as a way to create positive impact and "fight the scourge" affecting his community.

He is married to Ghislaine Knauff, with whom he has two children, and stands at 6'2" (1.88 m). Knauff has appeared on television programs such as *The Fixers*, *Making Money with Charles Payne*, and *Funding Faceoff*, often as an executive or publicist. He is also an advocate for structured online branding, emphasizing that even in "boring" industries, relevant content can drive significant results. In interviews, he has shared his love for self-education, and Think Harder p x d books into his sea bag during Marine deployments for downtime reading in the pre-smartphone era.

Ask anything

Jeremy Knauff



SPARTAN MEDIA



Jeremy Knauff



public relations declassified



AI Mode **All** Images News Videos Short videos Forums More Tools

SEOquake

AI Overview

"Public Relations Declassified" refers to an online media brand, including a [Facebook group](#), a YouTube channel, and a podcast hosted by [Jeremy L. Knauff](#). The brand offers insights, secrets, and strategies for media appearances, building brand authority, and improving reputation, often dissecting real-world PR crises and successes.

What it is:

- A media brand focusing on public relations (PR).
- It provides "secrets" and actionable tips to help individuals and businesses with media features, brand building, and reputation management.
- It includes:
 - A Facebook Group:** A community for discussing PR topics and sharing secrets.
 - Livestreams:** Regularly hosted online events with discussions on PR topics and current events.
 - A Podcast Series:** An IMDb-listed talk show format where PR topics are discussed.
 - YouTube Channel:** The platform where the content is hosted.

Key topics covered:

- Getting Media Features:** Tips on appearing in media outlets.
- Building Authority:** Strategies to establish oneself as a recognized expert.
- Brand Reputation:** How to protect and improve a brand's public image.
- PR Crises:** Analyzing how companies handle PR problems, such as the Streisand Effect or the Tea app's crisis.
- Effective Communication:** How to give good quotes to journalists and use powerful origin stories.

Public Relations Declassified (Podcast Series 2024–) - IMDb

Release date. November 22, 2024 (United States) Country of origin. United States. Official...

IMDb



Public Relations Declassified | Facebook

Group summary. The Public Relations Declassified group is focused on sharing publi...

Facebook · Public Relations Declassified



"Public Relations Declassified" Episode #1.1 (Podcast ... - IMDb

Talk Show. Google's PR crisis, Jaguar's failed rebrand, A prediction I made about the outcom...

IMDb



Show all



* The content is associated with Jeremy L. Knauff, who serves as the admin of the Facebook group and hosts the livestreams and podcast.

Jeremy L. Knauff

Your own website

Social media

Tier one media

Tier one media

- Press releases

Tier one media

- Press releases
- Organic features

Websites that LLMs train on

3. Build your **media list**

A close-up photograph of two young women. The woman on the left is laughing with her eyes closed and mouth wide open. The woman on the right is leaning in and whispering into her ear, with her hand covering her mouth. The background is a soft, out-of-focus grey.

Size doesn't matter
(For real this time!)

THE WALL STREET JOURNAL.

[English Edition](#) | [Print Edition](#) | [Video](#) | [Audio](#) | [Latest Headlines](#) | [More](#) ▼

Limited Offer: 50¢/Week

[Sign In](#)[LAST CHANCE](#)[Latest](#) [World](#) [Business](#) [U.S.](#) [Politics](#) [Economy](#) [Tech](#) [Finance](#) [Opinion](#) [Arts & Culture](#) [Lifestyle](#) [Real Estate](#) [Personal Finance](#) [Health](#) [Style](#) [Sports](#) [Q](#)**Konrad Putzier** [Follow](#)

Reporter, The Wall Street Journal

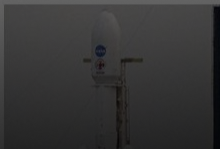


Konrad Putzier is a commercial property reporter at The Wall Street Journal in New York.

He writes about real estate, economic development and the short-term rental industry. Prior to the Journal, Konrad was a reporter at the Real Deal and Real Estate Weekly.

Konrad is a Hamburg, Germany, native and a graduate of Durham University in the U.K. and Yale University Graduate School of Arts & Sciences.

LATEST ARTICLES



PROPERTY REPORT

Real-Estate Developers Chase Outer Space Business in Florida

Developers look to niche industries as offices struggle and apartment-rent growth slows.

Konrad Putzier / December 5, 2023

PROPERTY REPORT

Office Landlords Can't Get a Loan Anymore

The credit crunch is intensifying for office-building owners, who are scrambling to pay off lenders, throw in more cash or face default.

Konrad Putzier / December 5, 2023**T Mobile**

MORE SAVINGS
**CUSTOMERS
55 & UP**
2 UNLIMITED LINES
\$23.50

Jeremy F. Knauff**SPARTAN MEDIA**



Home

Explore

Notifications

Messages

Bookmarks

Lists

Profile

More

Tweet



fox business

Top

Latest

People

Photos

Videos



FOX Business
@FoxBusiness

Following

The official Twitter page of FOX Business. Invested in You.



Kennedy
@KennedyNation Follows you

Following

Host of Kennedy on Fox Business Network; Author The Kennedy Chronicles: The Golden Age of MTV Through Rose Colored Glasses



Varney & Co.
@Varneyco

Following

Airing Weekdays at 9AM ET on the Fox Business Network. Note: These tweets come from Varney & Co. production team, not Stuart himself.



Maria Bartiromo
@MariaBartiromo

Following

Anchor, Global Markets Editor Mornings with Maria @MorningsMaria 6-9 AM et M-F on @FoxBusiness & @SundayFutures 10:00 AM et Sundays @FoxNews 2-time Emmy winner



Amber Waves for Trump
@Marsha250 Follows you

Follow

#MAGA #COMMONSENSE - CONGRATS, President Trump, for a GREAT JOB 2016-2020! Followed by Charles Payne (FOX Business) NO LISTS NO DMs



Jennifer Schonberger
@Jenniferisms

Following

Federal Reserve & cryptocurrency reporter for Yahoo! Finance. Former Fox Business. Singer/songwriter under JenniferAlexis. IG: @JenniferTunes #financegirl



Neil Cavuto
@TeamCavuto

Following

The Official Twitter Account for all things Neil Cavuto, handled by his staff. Catch Neil: M-F 12PM - 2PM ET @FoxBusiness, M-F 4PM ET & Sat 10AM ET @FoxNews



Brian Brenberg
@BrianBrenberg

Following

Executive Vice President and Associate Professor of Business and Economics, @TheUniversityofChicago | @FoxNews / @FoxBusiness Contributor

Search filters

People

From anyone



People you follow



Location

Anywhere



Near you



[Advanced search](#)

What's happening

US elections - LIVE

Get the facts on voting early ahead of the 2022 midterms

Trending with
[#VoteBlueToProtectYourRights](#)



Entertainment - Trending

Ralph Fiennes

5,274 Tweets

Trending in United States

Hershel Walker

2,745 Tweets

US elections - LIVE

Florida: Election news and updates



War in Ukraine - LIVE

Latest updates on the war in Ukraine



Jeremy Knauft



Jeremy Knauft

Contributor

Contributor

Contributor



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise



KTNV Channel 13 Action News

Broadcast Media Production and Distribution · 1,351 followers

See all 101 employees on LinkedIn

+ Follow

Visit website

More

Home

About

Posts

Jobs

People

Videos

101 employees

Search employees by title, keyword or school

< Previous Next >

Where they live

+ Add

94 | United States

82 | Nevada, United States

82 | Las Vegas Metropolitan Area

71 | Las Vegas, NV

Where they studied

+ Add

16 | University of Nevada-Las Vegas

3 | University of Nevada, Reno

3 | Arizona State University

2 | Louisiana State University

Show more

Affiliated pages



The E.W. Scripps Company

Media Production

Parent



23 connections work here

+ Follow

Similar pages in this industry



FOX5 Vegas - KVVU

Broadcast Media Production and Distribution

1,653 followers



6 connections follow this page

+ Follow



8 News NOW - KLAS CH. 8

Broadcast Media Production and Distribution

1,007 followers



1 connection follows this page

+ Follow



The E.W. Scripps Company

Media Production

37,310 followers



23 connections work here

+ Follow

See all similar pages

People also follow



Jeremy F. Knauth



Search



Home



My Network



Jobs



Messaging



Notifications



Me



Work



Advertise



KTNV Channel 13 Action News

More

Visit website

+ Follow

Home

About

Posts

Jobs

People

Videos

People you may know



Dree de Clamecy · 2nd
Managing Editor

Steve Long is a mutual connection



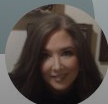
Tricia Kean · 2nd
WEEKDAY ANCHOR KTNV,
MEDIA SPECIALIST

Adam Symson, Evan Wilkins, and 4
other mutual connections



Joshua Panas · 2nd
2x Emmy Award-winning
Executive Producer

Evan Wilkins, Kelley Kramer, and 2 other
mutual connections



Lorene Malis · 2nd
Integrated Media Account
Executive connecting business...

Travis Chappell is a mutual connection



Rudy Jaquez · 2nd
Freelance Videographer at Self
Employed

Steve Loscalzo is a mutual connection

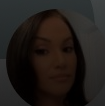


Daniel Gutierrez · 2nd
13 Investigates Producer

Justin Roberts, Elisha Roberts, and 13
other mutual connections



Debra Taylor · 2nd
TV and Digital Marketing
Specialist



Liliana Soria · 3rd
Local Sales Assistant



SPARTAN MEDIA

voisi... · 2nd
...Anchor Vegas, I
On-Cam/Voice talent

2nd degree connection

Jeremy F. Knauth

Yesterday 8:07 AM

Okay Amanda is ste for tomorrow..
do you have anyone that can talk
about ai bank scams

Probably... Give me a little more
context from the AI story?



A photograph of a wrestling match. A wrestler in a red singlet and red headgear is in a defensive position, leaning over another wrestler who is on the mat. The wrestler on the bottom is wearing a blue singlet. The background shows spectators in bleachers.

Grab their attention

(Not like that! Grab their ***attention*** you weirdo!)



SPARTAN MEDIA

Jeremy F. Knauth

Bro he was good..let's get him on again



You got it. 🦊

Delivered

4. **Pitch** your story to journalists

A photograph of a wrestling match. A wrestler in a red singlet and red headgear is in a dominant position, leaning over another wrestler in a blue singlet who is on the mat. The background is blurred, showing spectators in bleachers.

Grab their attention



Open with a **startling statistic**



SPARTAN MEDIA

Jeremy F. Knaufl

A large, fiery nuclear explosion with a massive mushroom cloud rising from the ground, set against a dark, smoky sky. The explosion is the central focus, with bright orange and yellow flames and a thick column of white and grey smoke.

Expand with your **impact statement**



Explain why **you** are the
right expert for them to feature



SPARTAN MEDIA

Jeremy F. Knapp

A man in a dark suit, white shirt, and dark tie stands on a rocky outcrop. He is wearing a red cape that flows behind him. He is looking upwards and to the right. The background is a city skyline with many skyscrapers, including the Empire State Building. The sky is dark and cloudy.

Leverage your **hero's journey** story



Jeremy F. Knaufl

A man in a dark suit stands on a light-colored gravel path that curves through a green field. He is looking back over his right shoulder with his right hand on his head, holding a dark briefcase in his left hand. The background is a hazy, overcast sky.

Close with a **call to action**

Keep it short



SPARTAN MEDIA

Jeremy F. Knaufl

Break it into bite size chunks



Jeremy F. Knaufl

Write your subject line

5. **Leverage** your publicity

You're already an **expert**,
so don't you deserve to be
recognized as one?

Ready to get featured in the media?

Download this presentation & resources:



1. Slide deck from this presentation
2. Personal Brand Guide
3. PR Strategy Workbook
4. Identifying Real vs. Fake Media Outlets Guide
5. Respond Like a PR Pro Workbook
6. Getting Cited in AI Tools Guide

SpartanMedia.com/presentation



Jeremy F. Knauth