# Inside the royal birth: Jason Knauf reflects on Princess Charlotte's arrival



In a recent documentary aired on 60 Minutes Australia, Jason Knauf, a former royal aide, has shared significant insights into the events surrounding the birth of Princess Charlotte and the challenges faced by the royal family during that time. The birth took place on 2 May 2015, and Knauf was one of the first to be informed of the news, well before the announcement reached the families of Prince William and Catherine, Princess of Wales.

Knauf, who served as a close confidant to the prince and princess, recounted the chaotic scene that unfolded as hundreds of journalists and photographers gathered outside St Mary's Hospital in London, vying for position to cover the anticipated announcement. He described the situation, saying, “You have hundreds and hundreds of journalists and photographers from all over the world that arrived in London, camping outside trying to get their spot. Meanwhile behind the scenes you have a very pregnant member of the royal family and her husband who are trying to get their lives organised for the arrival of their child.”

However, as the time for the official announcement approached, a potential leak threatened the carefully orchestrated reveal. Knauf realized that he might have inadvertently dropped a crucial press release containing details of the birth, such as the time of delivery and Princess Charlotte's weight, somewhere on the street. He reflected on that moment of panic: “We weren't going to announce it for another couple hours... I couldn't find the piece of paper, and I think I had dropped it somewhere on the street.” Despite the worry, he noted that none of the media had access to the details before the official announcement was made, allowing the event to proceed as planned.

In a more recent context, Knauf also spoke about the difficult times faced by the royal family in 2024 when both Catherine and King Charles were diagnosed with undisclosed forms of cancer. He described a personal conversation with Prince William, stating, “I couldn’t believe it. It was awful, absolutely awful. It's the lowest I've ever seen him.” This was compounded by the spread of conspiracy theories online regarding Catherine's health, leading to additional stress for the family as they considered how to communicate the situation to their children.

The documentary, titled "Where There's A Will," also explores what type of leader Prince William may become, with contributions from various journalists and royal aides. During his tenure with the royals, Knauf was instrumental in launching key initiatives such as the Earthshot environmental awards and the Heads Together mental health campaign. His relationship with the royal family spanned multiple years, during which he held several roles, including joint head of communications for Prince Harry and Meghan Markle as well as Prince William and Catherine.

Following his departure from his position in 2021, Knauf has continued to receive recognition for his contributions, recently being appointed a Lieutenant of the Royal Victorian Order in 2023. Reflecting on his time working for the royal family, he expressed gratitude, stating, “Working for the Prince and Princess of Wales was the honour of a lifetime. Receiving this recognition means more to me than I can say. I am incredibly grateful.”

The documentary sheds light on ongoing dynamics within the royal family and the pressures they face, both from public scrutiny and personal challenges. Alongside his accomplishments, Knauf's insights into significant historical events involving the royals offer a unique perspective on the complexities of royal life.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.hellomagazine.com/royalty/815818/biggest-revelations-prince-william-60-minutes-australia/> - This article corroborates Jason Knauf's insights into Prince William and the royal family, including the birth of Princess Charlotte and William's potential leadership style.
2. <https://www.pakistantoday.com.pk/2025/02/23/princes-charlottes-major-mishap-around-her-birth-revealed-by-former-aid/> - This article supports the claim about a mishap during the announcement of Princess Charlotte's birth, as shared by a former royal aide.
3. <https://www.royal.uk/princess-charlotte-of-cambridge> - This official royal website provides background information on Princess Charlotte, supporting the context of her birth.
4. <https://www.bbc.com/news/uk-32465476> - This BBC article from 2015 covers the birth of Princess Charlotte and the media frenzy surrounding it, aligning with Jason Knauf's description.
5. <https://www.earthshotprize.org/> - This website details the Earthshot environmental awards, an initiative Jason Knauf was involved in during his time with the royal family.
6. <https://www.headstogether.org.uk/> - This website provides information on the Heads Together mental health campaign, another initiative Knauf contributed to.
7. <https://www.dailymail.co.uk/femail/article-14426961/Royal-aide-princess-charlotte-birth-leaked.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data