



**NBCUniversal**

# **Release notes training**

*October 2025*

# AGENDA

1 *Edit in template*

2 *Build in Emma*

3 *Send test email*

4 *Save as PDF*

5 *Tips*

6 *Questions?*

# Streamlining the steps

1. Put in [template](#).
2. Proof/edit/check for passive voice.
3. Send to someone else to proofread.
4. Put into [Emma](#)
5. Send test email.
6. Send/schedule out.
7. Save as [PDF](#).

**Edit in  
template**

# Edit in template

In Word, put the release note into our [2025 Release Note template](#).

Include the following elements:

- **[Title] Release Notes XX/XX/XX**
- Intro paragraph (**This release includes updates to...**)
- **Table of contents**
- **What's new in this release?** section
- Headings and subheadings
- **Need help?** section

Make edits that promote clarity and conciseness and check for correct punctuation/grammar. Try to make the release note as helpful as possible.

## Ask for feedback

Send the release note to a team member to proof. They can catch if you missed anything prior to putting the draft into [Emma](#) (email software).

NBCUNIVERSAL

## Release Notes XX/XX/XX

This release includes...

Paragraph paragraph paragraph paragraph paragraph paragraph paragraph. Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph.

### Table of Contents

<b>What's new in this release?</b> .....	<b>1</b>
<b>Heading</b> .....	<b>1</b>
Subheading.....	1
<b>Need help?</b> .....	<b>1</b>

### What's new in this release?

This release includes the following enhancements:

- Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph. Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph.
- Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph. Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph.

#### Heading

Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph. Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph.

#### Subheading

Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph. Paragraph paragraph paragraph paragraph paragraph paragraph paragraph paragraph.

#### Need help?

For assistance with any UWS issues, please reach out to [NBCUniCITechOpsSupport@nbcuni.com](mailto:NBCUniCITechOpsSupport@nbcuni.com).



**Build in  
Emma**

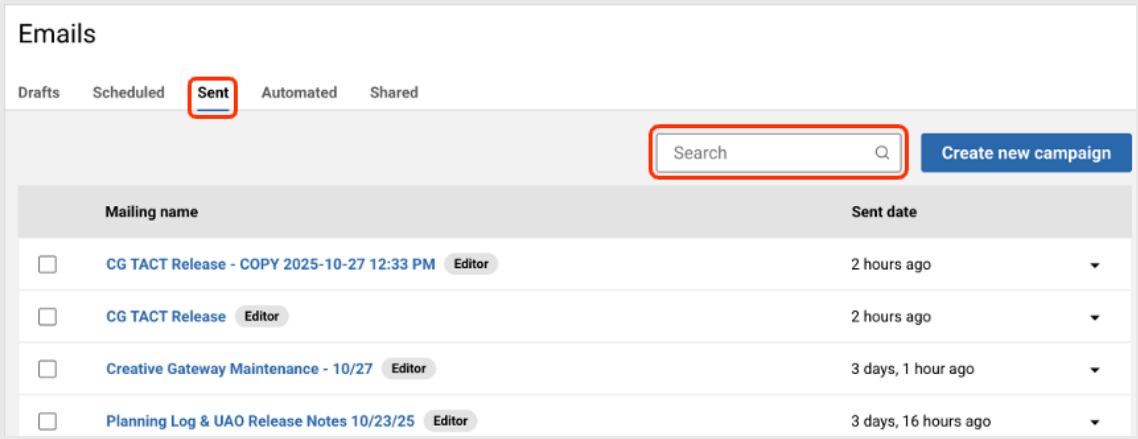
# Build in Emma

Go to Emma at <https://home.e2ma.net/>. Click on the **Campaigns** tab.



You will copy the template of a previous release note for the format.

Click on the **Sent** tab and enter in the **Search** bar what type of release you want to copy (e.g., **Salesforce**, **Planning Log**, **Universal Pacing & Posts**, etc.).



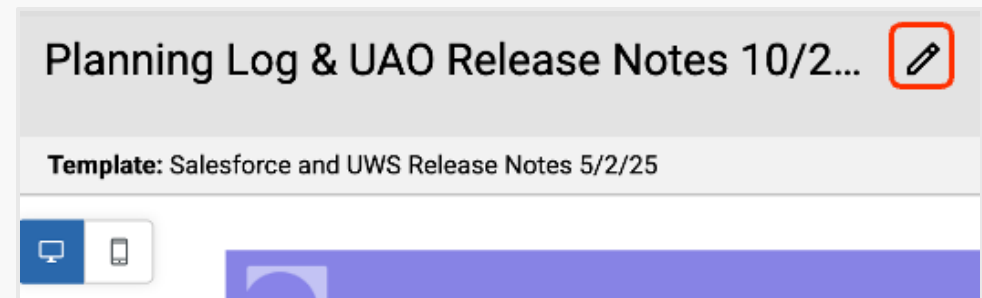
# Build in Emma

After choosing which release note to copy, click on the drop-down arrow and select **Duplicate**. A new page opens with a copy of the release note.



Remove any unnecessary content from the previous release note.

To change the title of the campaign, click on the **pencil** at the top of the page and the **Edit campaign name** dialog box opens.



Enter the **Campaign name** and click **Save**.

### Edit campaign name

All fields required

Campaign name \*

Planning Log & UAO Release Notes 10/23/25

Cancel

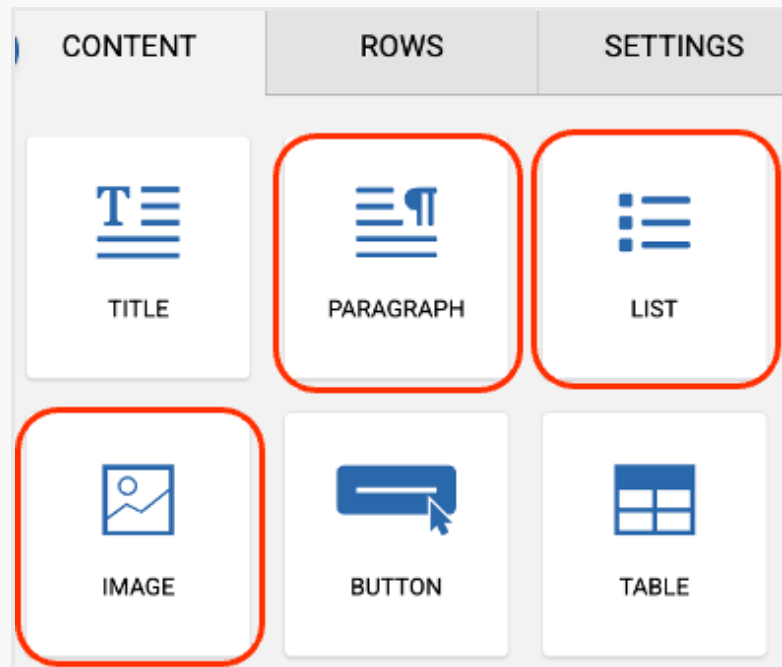
Save



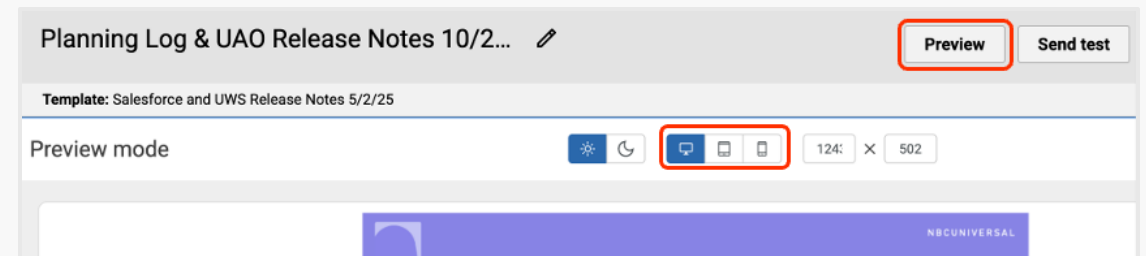
# Build in Emma

Use the drag and drop tools to add, remove, and arrange content and images and copy/paste the release note info from the Word doc into Emma's email builder.

You will mainly work with **Paragraph**, **List**, and **Image** content options.



Click on the **Preview** button at the top right to check how the notes will look on a desktop.



**Note:** Select the **tablet** icon at the top center to view the release note as if it's on a tablet. Select the **mobile phone** icon to view the release note as if it's on a mobile phone.

**Send test  
email**

# Send test email

Once satisfied with the draft, click on the **Send test** button at the top of the screen.

The **Send test** email dialog box appears.

Planning Log & UAO Release Notes 10/2...  
Template: Salesforce and UWS Release Notes 5/2/25

Preview

Send test

Complete the following:

- Enter the recipient of the test email in the **To** field.
- Ensure the **From** field matches the release note.
- Update the **Subject** to correspond with the current release note.

×

Send test

The word "TEST" will be added to the subject.

\* = fields are required

To

email@url.com, email@url.com

Separate email addresses with a comma. 10 recipients or less

Test Groups

Select test groups

Send email to test groups

Note

This note will display for your recipients and will appear at the top of your email

Cancel

Send test

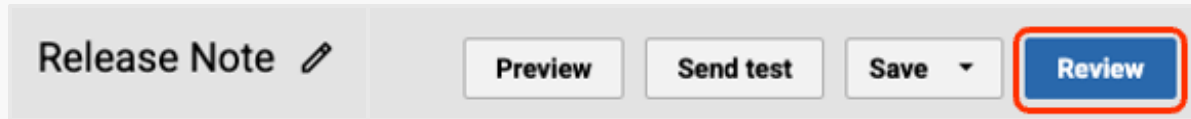
Click **Send test**.

**Send/  
schedule  
out**

# Send/schedule out

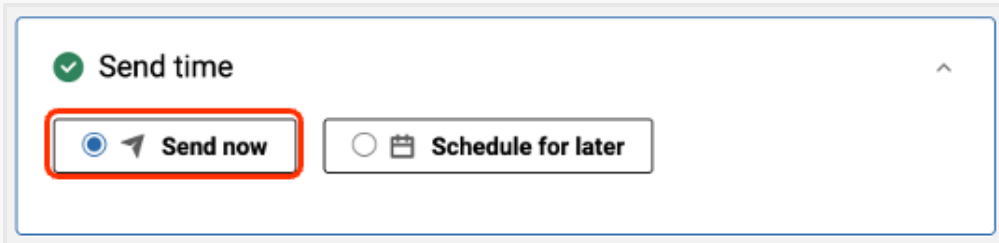
Once you hear back that the test email looks good, schedule or send out the release note.

In Emma, click on the **Review** button at the top of the screen.



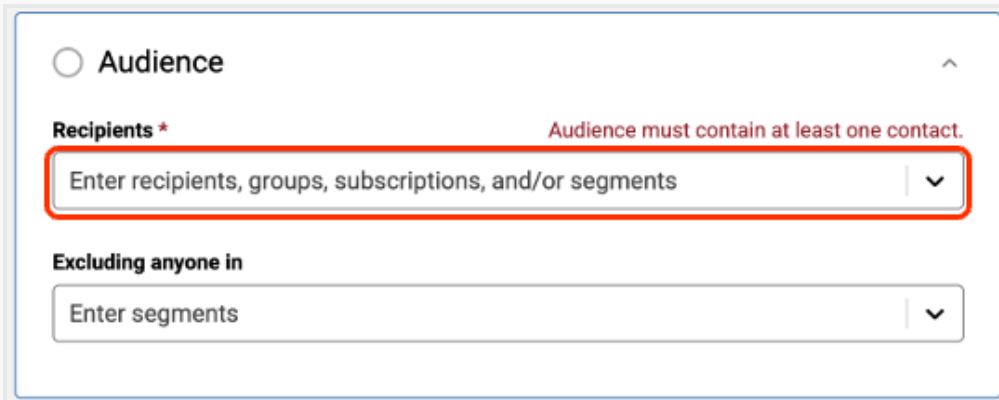
# Sending now

Click on the **Send time** drop-down and choose **Send now**.



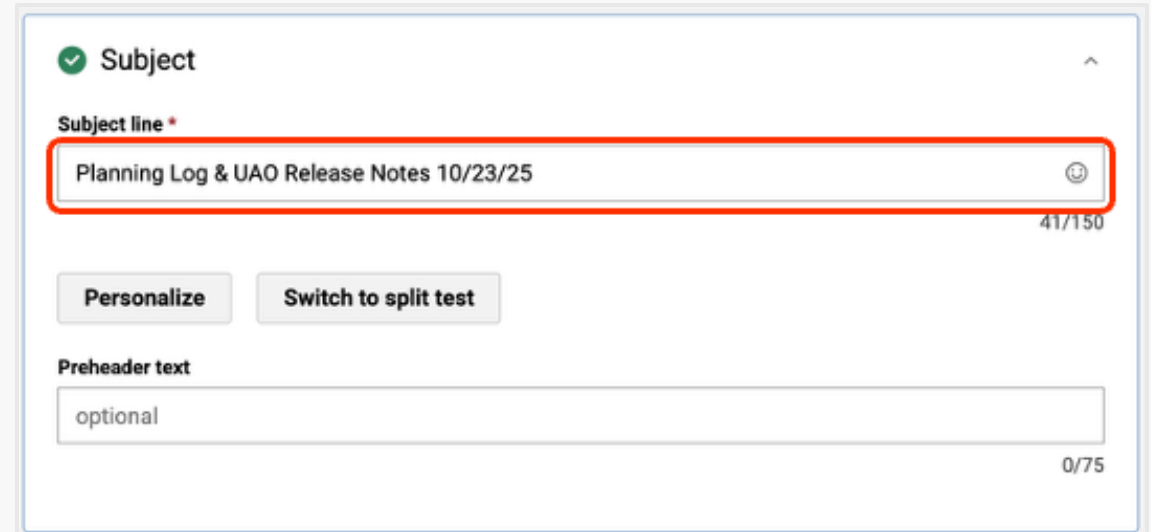
A screenshot of the 'Send time' dropdown menu. The menu is titled 'Send time' with a green checkmark icon. It contains two options: 'Send now' (selected, indicated by a blue dot and a red box) and 'Schedule for later' (indicated by a calendar icon).

Click on the **Audience** drop-down and add your groups to the **Recipients** text box.



A screenshot of the 'Audience' dropdown menu. The menu is titled 'Audience' with a radio button icon. It contains two sections: 'Recipients \*' (with a red box around the text box) and 'Excluding anyone in' (with a text box). The 'Recipients \*' section has a red box around the text box and a red box around the text 'Audience must contain at least one contact.' The 'Excluding anyone in' section has a text box.

Under the **Subject** drop-down, ensure the **Subject line** is correct.

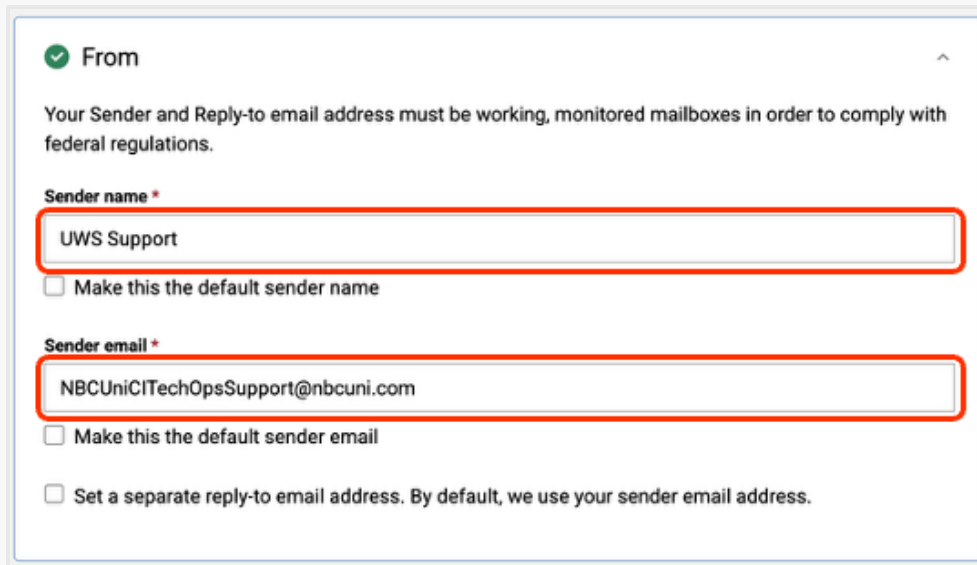


A screenshot of the 'Subject' dropdown menu. The menu is titled 'Subject' with a green checkmark icon. It contains a 'Subject line \*' section (with a red box around the text box) and a 'Preheader text' section (with a text box). The 'Subject line \*' section has a red box around the text box and a red box around the text '41/150'. The 'Preheader text' section has a text box.



# Sending now

Under the **From** drop-down, ensure the **Sender name** and **Sender email** are correct.



✓ From ^

Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.

Sender name \*

UWS Support

☐ Make this the default sender name

Sender email \*

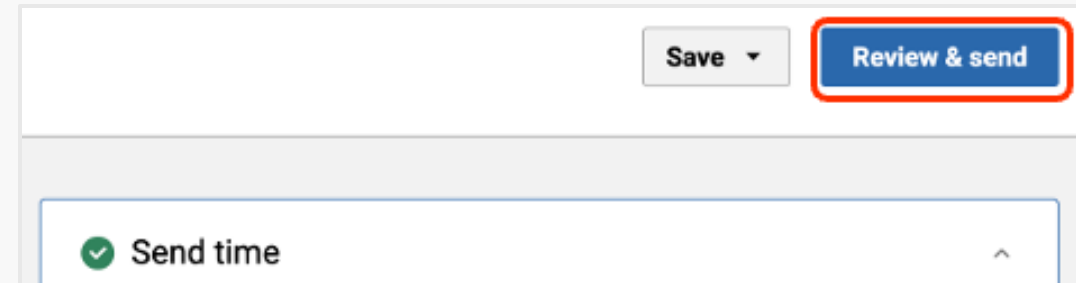
NBCUniCITechOpsSupport@nbcuni.com

☐ Make this the default sender email

☐ Set a separate reply-to email address. By default, we use your sender email address.

**Note:** No need to make any changes in the **Advanced** drop-down.

Click on the **Review & send** button at the top right.



Save ▾ Review & send

✓ Send time ^

# Sending now

A dialog box opens asking, **Are you sure you want to send this campaign now?**



A confirmation dialog box titled "Are you sure you want to send this campaign now?" with a close button (X) in the top right corner. The dialog contains the following information:

- Send time:** Send now
- Audience:** Sending to 1 individual
- Subject:** Subject line: Planning Log & UAO Release Notes 10/23/25
- From:** Sender name: UWS Support; Sender email: NBCUniCITechOpsSupport@nbcuni.com

At the bottom of the dialog are two buttons: "Cancel" and "Send campaign". The "Send campaign" button is highlighted with a red rectangular border.

Click **Send campaign**.

# Sending later

If sending the release note at a later date/time:

- Click on the **Send time** drop-down and choose **Schedule for later**.
- Click into the **Send on** field and a calendar opens.
- Choose the date and time you wish to send out the release note.

**Send time**

☐ Send now ☒ **Schedule for later**

**Send on \***

10/27/2025 03:35 pm

US/F - stern

October 2025							Time
Su	Mo	Tu	We	Th	Fr	Sa	
28	29	30	1	2	3	4	02:45 pm
							03:00 pm
5	6	7	8	9	10	11	03:15 pm
12	13	14	15	16	17	18	03:30 pm
19	20	21	22	23	24	25	03:45 pm
26	27	28	29	30	31	1	04:00 pm
							04:15 pm

**Recipients \***

Click on the **Audience** drop-down and add your groups to the **Recipients** text box.

☐ **Audience**

**Recipients \*** Audience must contain at least one contact.

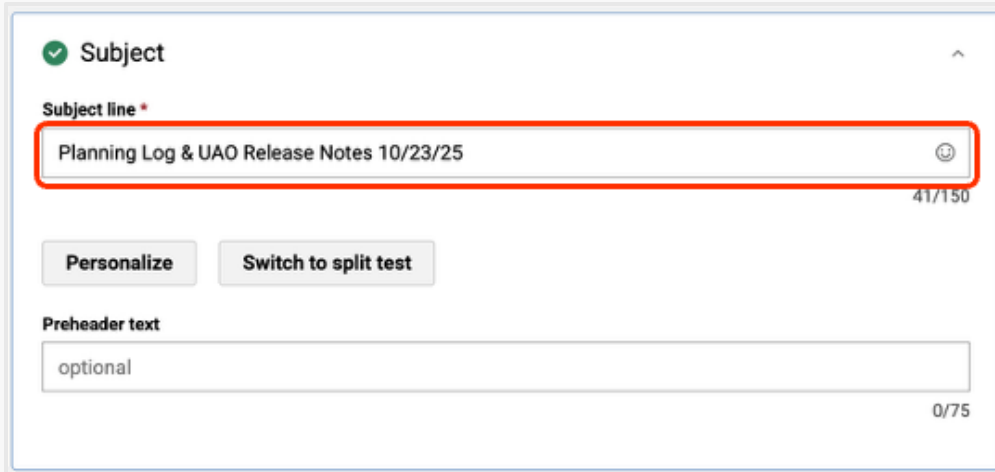
Enter recipients, groups, subscriptions, and/or segments

**Excluding anyone in**

Enter segments

# Sending later

Under the **Subject** drop-down, ensure the **Subject line** is correct.



✓ Subject

Subject line \*

Planning Log & UAO Release Notes 10/23/25

41/150

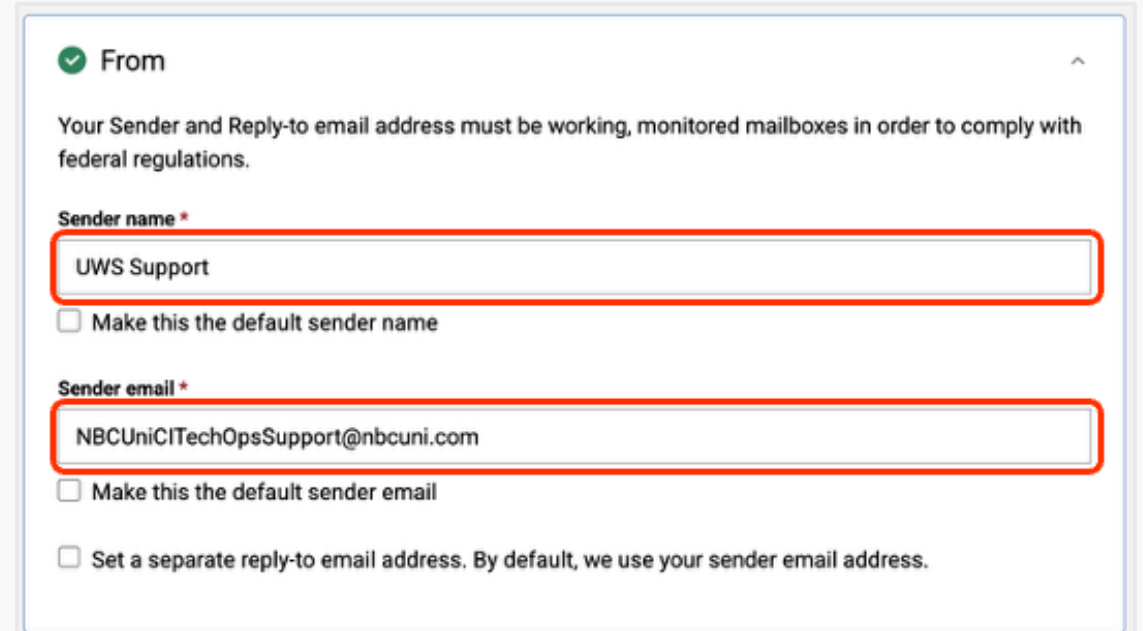
Personalize Switch to split test

Preheader text

optional

0/75

Under the **From** drop-down, ensure the **Sender name** and **Sender email** are correct.



✓ From

Your Sender and Reply-to email address must be working, monitored mailboxes in order to comply with federal regulations.

Sender name \*

UWS Support

☐ Make this the default sender name

Sender email \*

NBCUniCITechOpsSupport@nbcuni.com

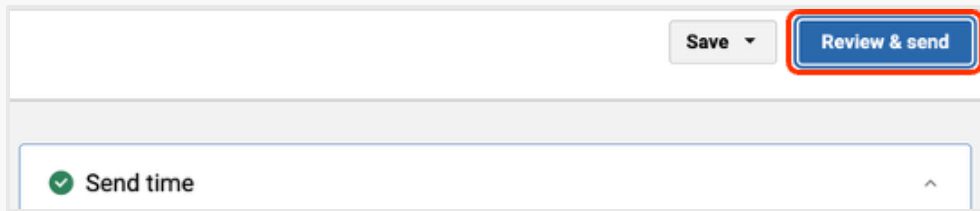
☐ Make this the default sender email

☐ Set a separate reply-to email address. By default, we use your sender email address.

**Note:** No need to make any changes in the **Advanced** drop-down.

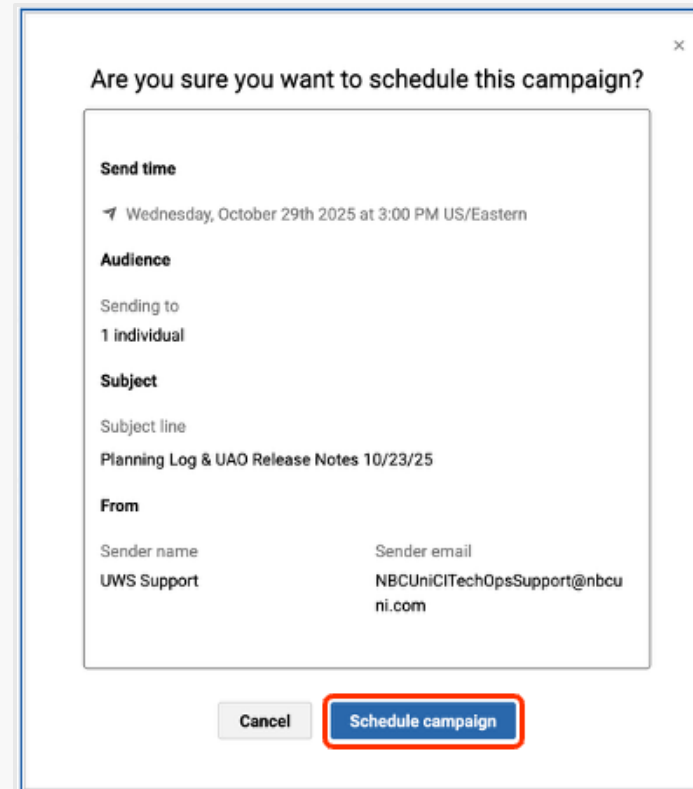
# Sending later

Click on the **Review & send** button at the top right.



The screenshot shows a campaign configuration interface. At the top right, there are two buttons: 'Save' with a dropdown arrow and 'Review & send', which is highlighted with a red border. Below these buttons is a section titled 'Send time' with a green checkmark icon and an upward arrow icon.

A dialog box opens asking, **Are you sure you want to schedule this campaign?**



The dialog box is titled 'Are you sure you want to schedule this campaign?' and contains the following information:

- Send time**  
Wednesday, October 29th 2025 at 3:00 PM US/Eastern
- Audience**  
Sending to  
1 individual
- Subject**  
Subject line  
Planning Log & UAO Release Notes 10/23/25
- From**  
Sender name: UWS Support  
Sender email: NBCUniCITechOpsSupport@nbcuni.com

At the bottom of the dialog box, there are two buttons: 'Cancel' and 'Schedule campaign', which is highlighted with a red border.

Click **Schedule campaign**.

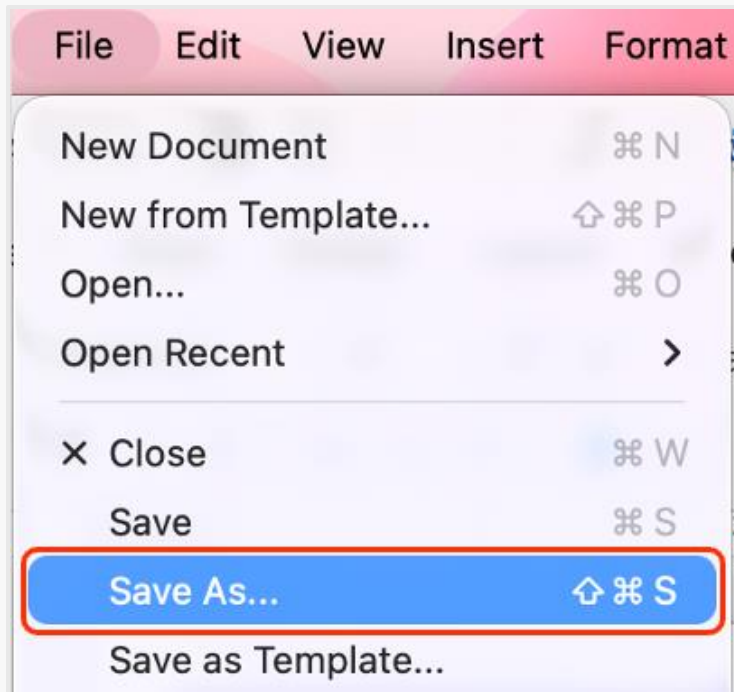
**Save as  
PDF**



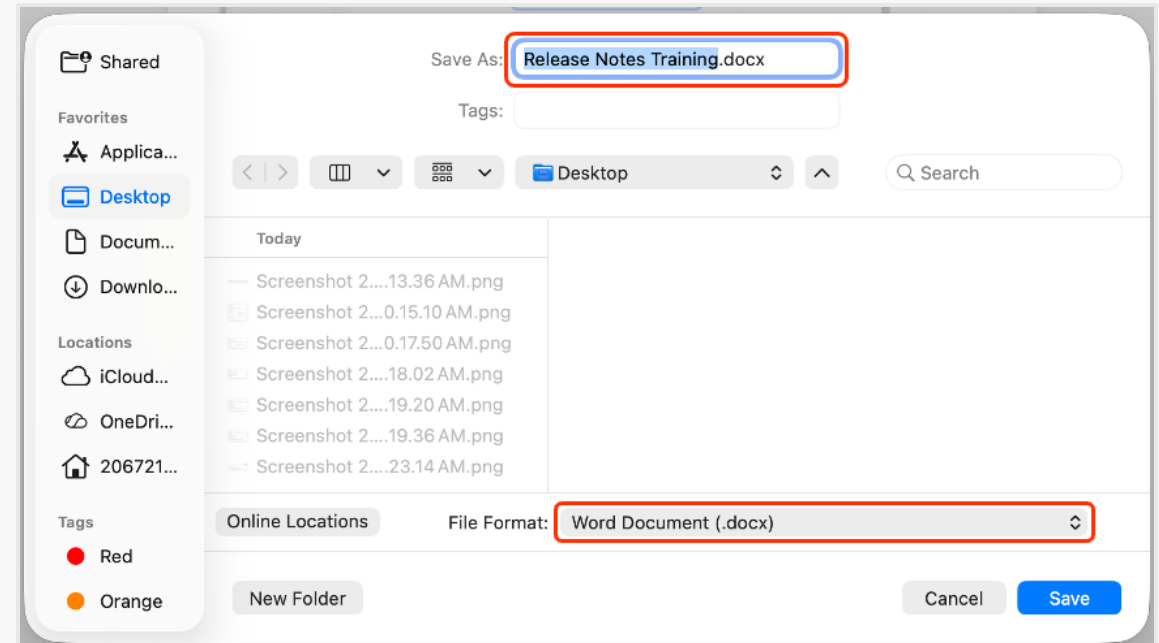
# Save as PDF

Once the release notes get sent out, save the Word doc as a PDF into the [UWS FAQs and Release Notes folder](#).

In Word, go to **File**, click **Save As**, and the **Save As** dialog box opens.

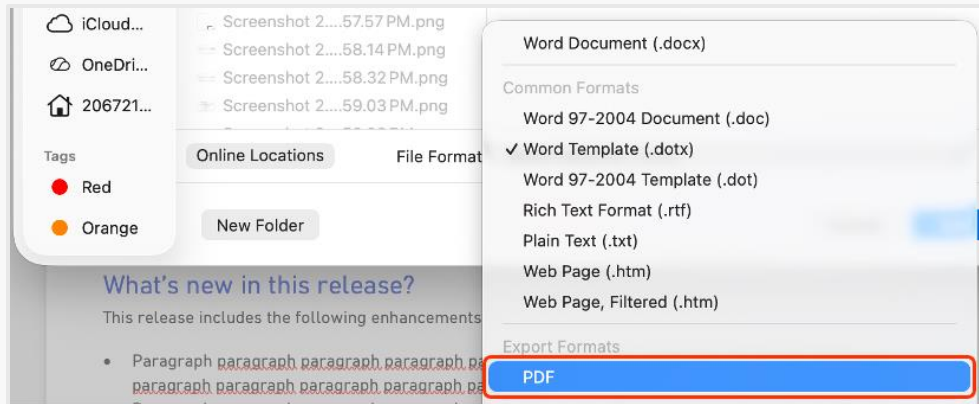


Ensure the **Save As** field is correct.

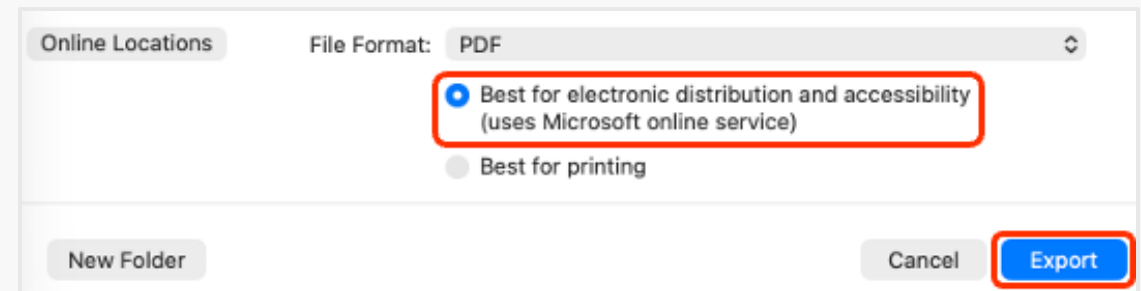


# Save as PDF

Click on the **File Format** drop-down and choose **PDF**.



Select the **Best for electronic distribution and accessibility** (uses Microsoft online services) toggle.



Click **Export**.

Save the PDF to the [UWS FAQs and Release Notes folder](#).

**Note:** If the release note is for Universal Planning, save the PDF in [Universal Planner Training folder](#).