

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).

Release Notes XX/XX/XX

This release includes...

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

Table of Contents

What's new in this release?	1
Heading	1
Subheading	1
Need help?	1

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.

Heading

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.

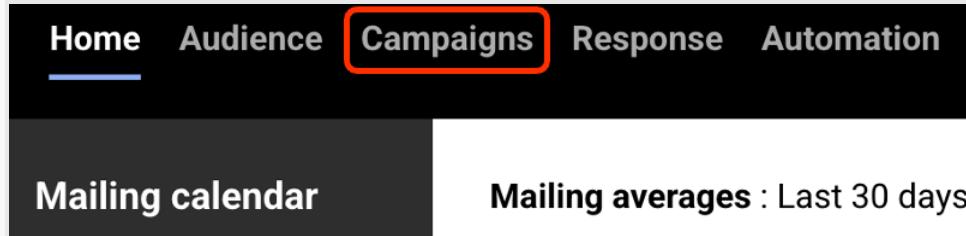
Need help?

For assistance with any UWS issues, please reach out to NBCUniCTechOpsSupport@nbcuni.com.

Build in Emma

Build in Emma

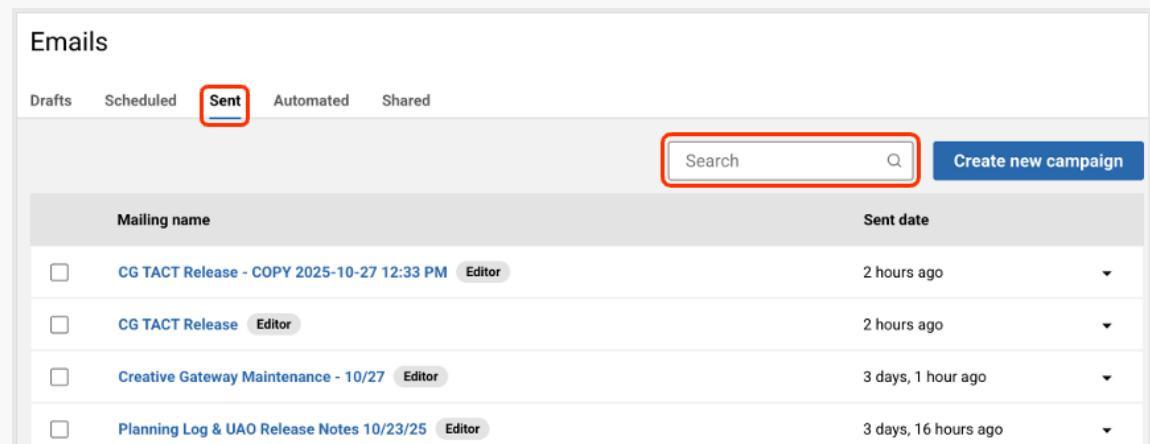
Go to Emma at <https://home.e2ma.net/>. Click on the **Campaigns** tab.



The screenshot shows the Emma platform's navigation bar with the following tabs: Home, Audience, **Campaigns** (which is highlighted with a red box), Response, and Automation. Below the navigation bar, there are two main sections: "Mailing calendar" and "Mailing averages : Last 30 days".

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.).

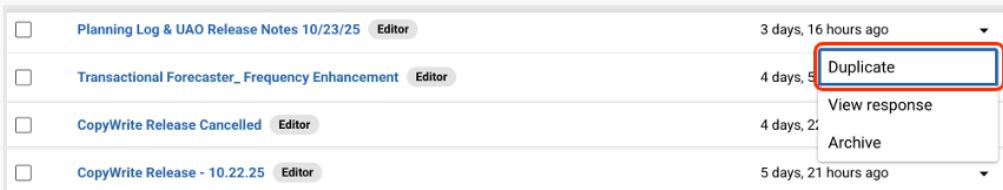


The screenshot shows the "Sent" tab in the Emma platform's "Emails" section. The tab is highlighted with a red box. Below the tab, there is a search bar with the word "Search" and a magnifying glass icon, also highlighted with a red box. To the right of the search bar is a blue button labeled "Create new campaign". The main area displays a list of recent releases with columns for "Mailing name" and "Sent date". Each release entry includes a checkbox, the mailing name, an "Editor" button, and a timestamp. The releases listed are: "CG TACT Release - COPY 2025-10-27 12:33 PM" (Sent 2 hours ago), "CG TACT Release" (Sent 2 hours ago), "Creative Gateway Maintenance - 10/27" (Sent 3 days, 1 hour ago), and "Planning Log & UAO Release Notes 10/23/25" (Sent 3 days, 16 hours ago).

Mailing name	Sent date
CG TACT Release - COPY 2025-10-27 12:33 PM	2 hours ago
CG TACT Release	2 hours ago
Creative Gateway Maintenance - 10/27	3 days, 1 hour ago
Planning Log & UAO Release Notes 10/23/25	3 days, 16 hours ago

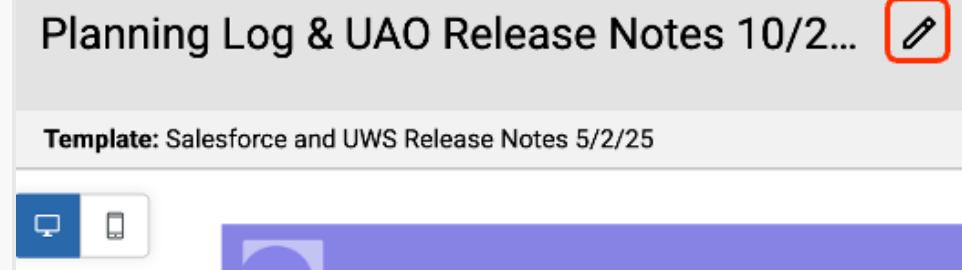
Build in Emma

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.

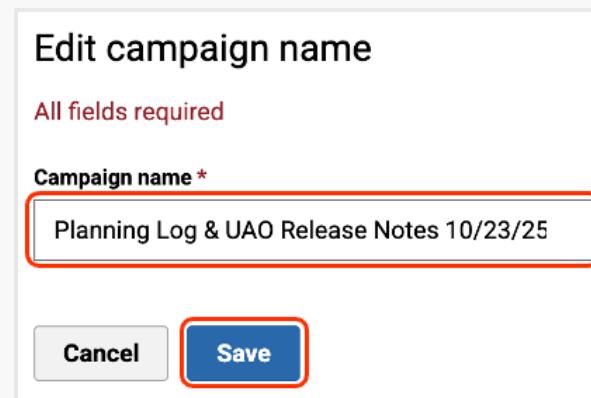


Remove any unnecessary content from the previous release note.

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.



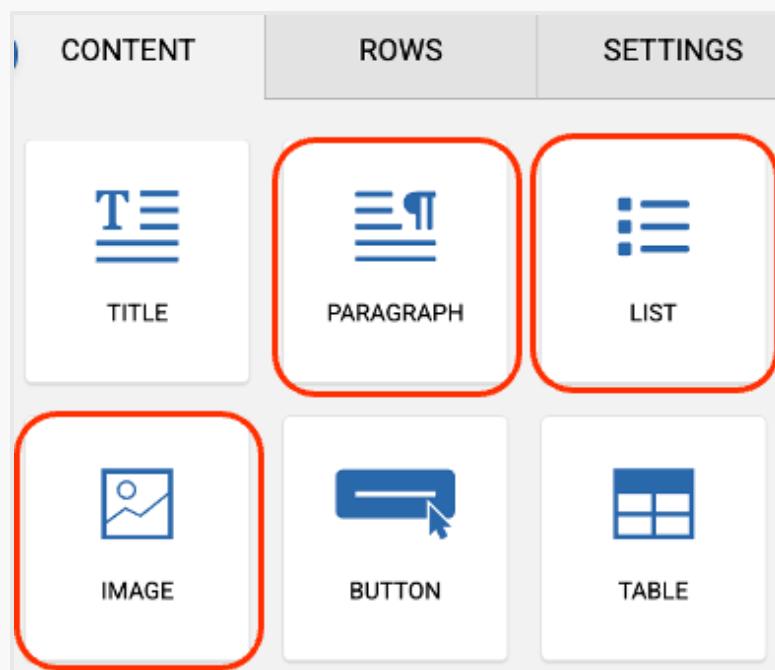
Enter the **Campaign name** and click **Save**.

A screenshot of the "Edit campaign name" dialog box. The "Campaign name" field, which contains "Planning Log & UAO Release Notes 10/23/25", is highlighted with a red box. The "Save" button at the bottom right is also highlighted with a red box. The dialog box also includes a "Cancel" button and a note "All fields required".

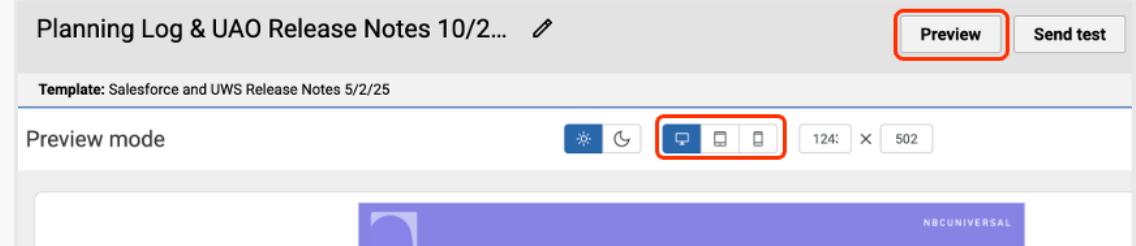
Build in Emma

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.



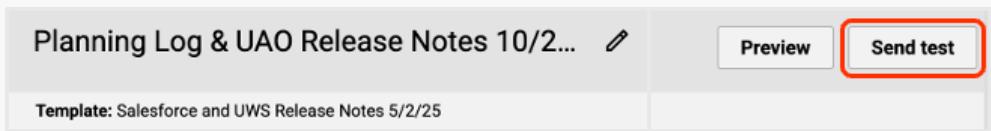
Note: Select the **tablet** icon at the top center to view the release note as if it's on a tablet. Select the **mobile phone** icon to view the release note as if it's on a mobile phone.

Send test email

Send test email

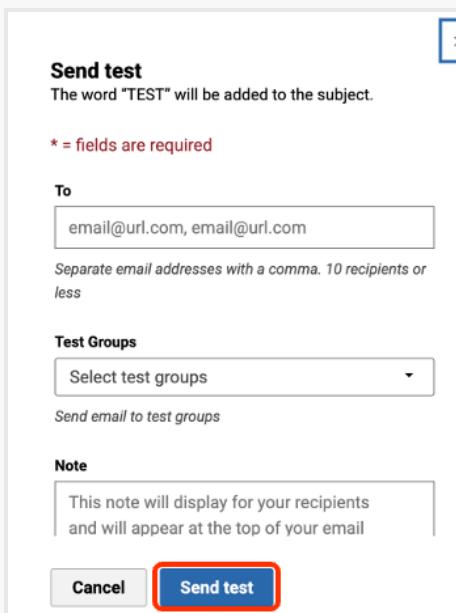
Once satisfied with the draft, click on the **Send test** button at the top of the screen.

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



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.



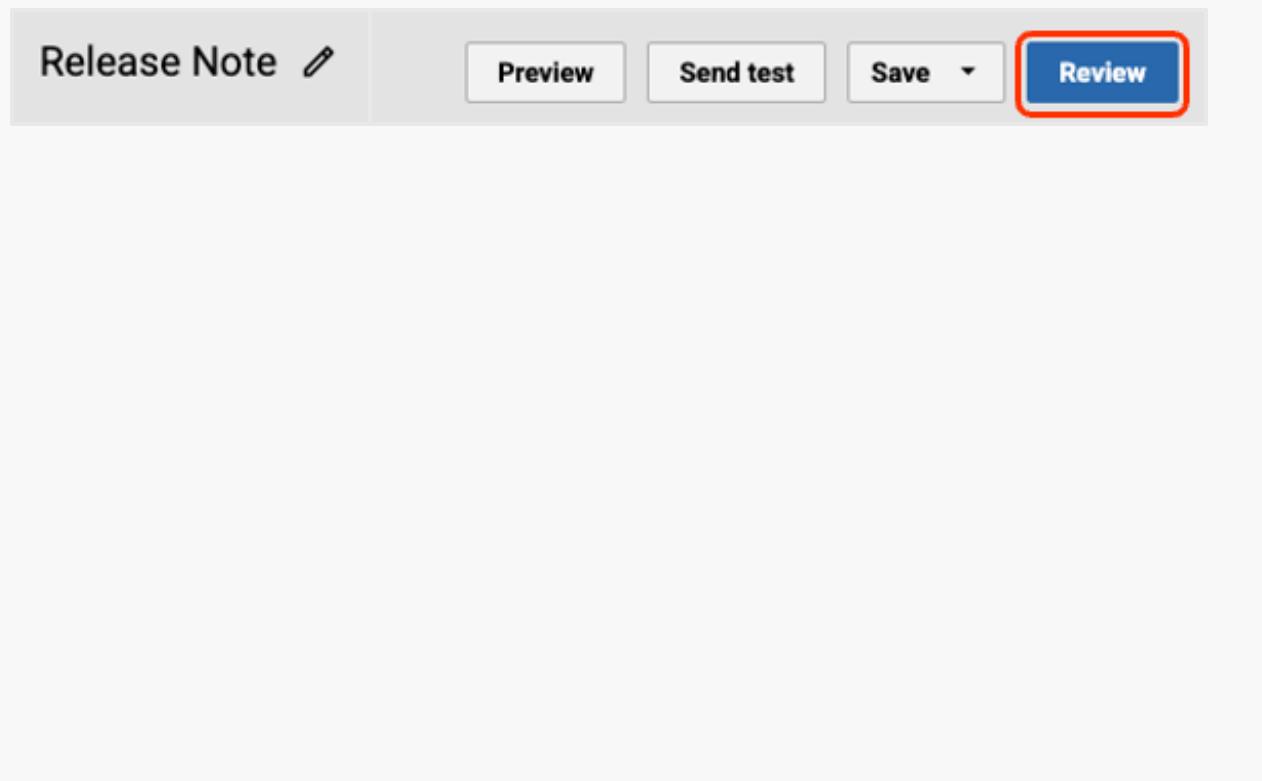
Click **Send test**.

**Send/
schedule
out**

Send/schedule out

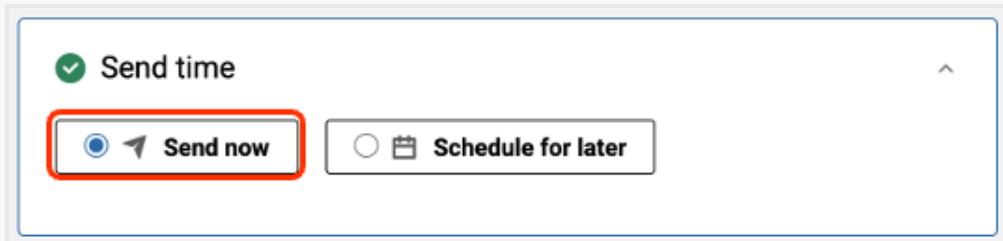
Once you hear back that the test email looks good, schedule or send out the release note.

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



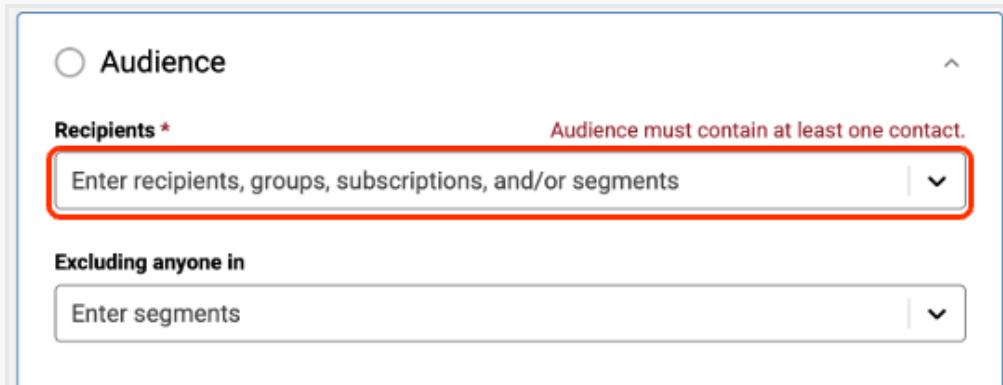
Sending now

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



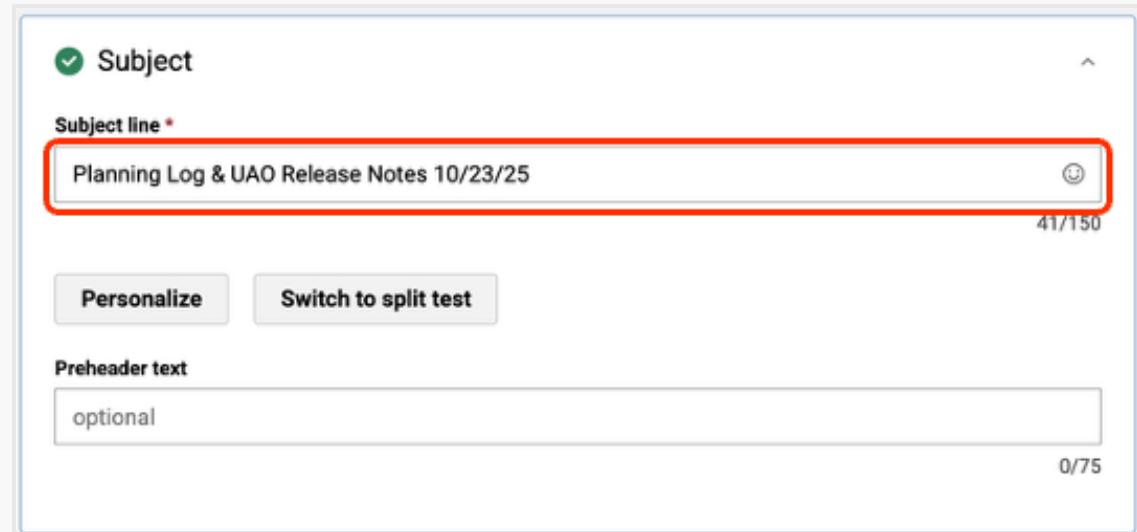
The screenshot shows a dropdown menu with two options: 'Send now' (selected) and 'Schedule for later'. The 'Send now' option is highlighted with a red box.

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



The screenshot shows an 'Audience' dropdown. It includes a 'Recipients' text box with the placeholder 'Enter recipients, groups, subscriptions, and/or segments' (highlighted with a red box) and an 'Excluding anyone in' section with a 'Enter segments' text box.

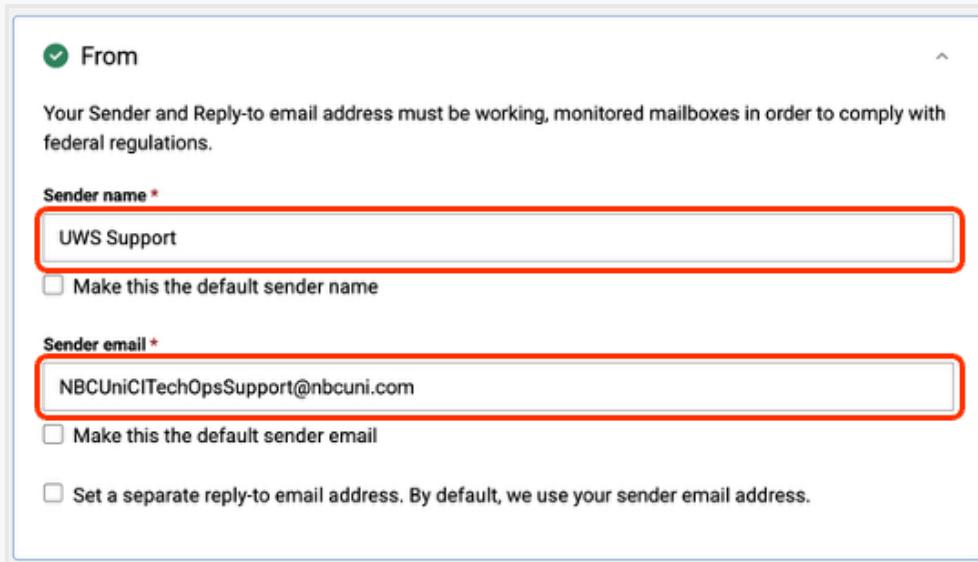
Under the **Subject** drop-down, ensure the **Subject line** is correct.



The screenshot shows a 'Subject' dropdown. It includes a 'Subject line' text box with the value 'Planning Log & UAO Release Notes 10/23/25' (highlighted with a red box) and a character count of '41/150'. Below the text box are 'Personalize' and 'Switch to split test' buttons, and a 'Preheader text' section with the placeholder 'optional'.

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 *

Make this the default sender name

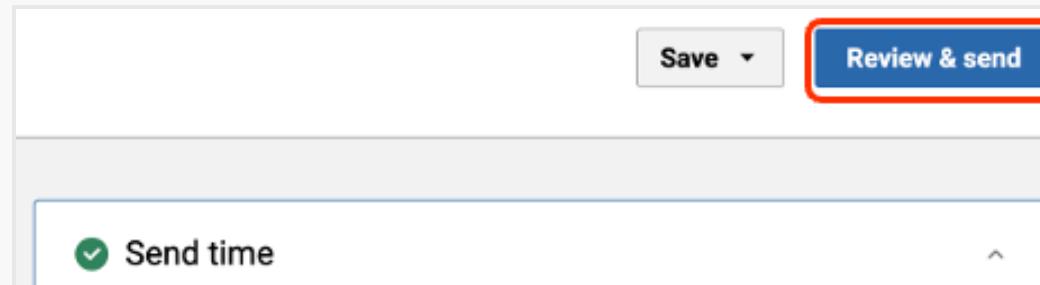
Sender email *

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.



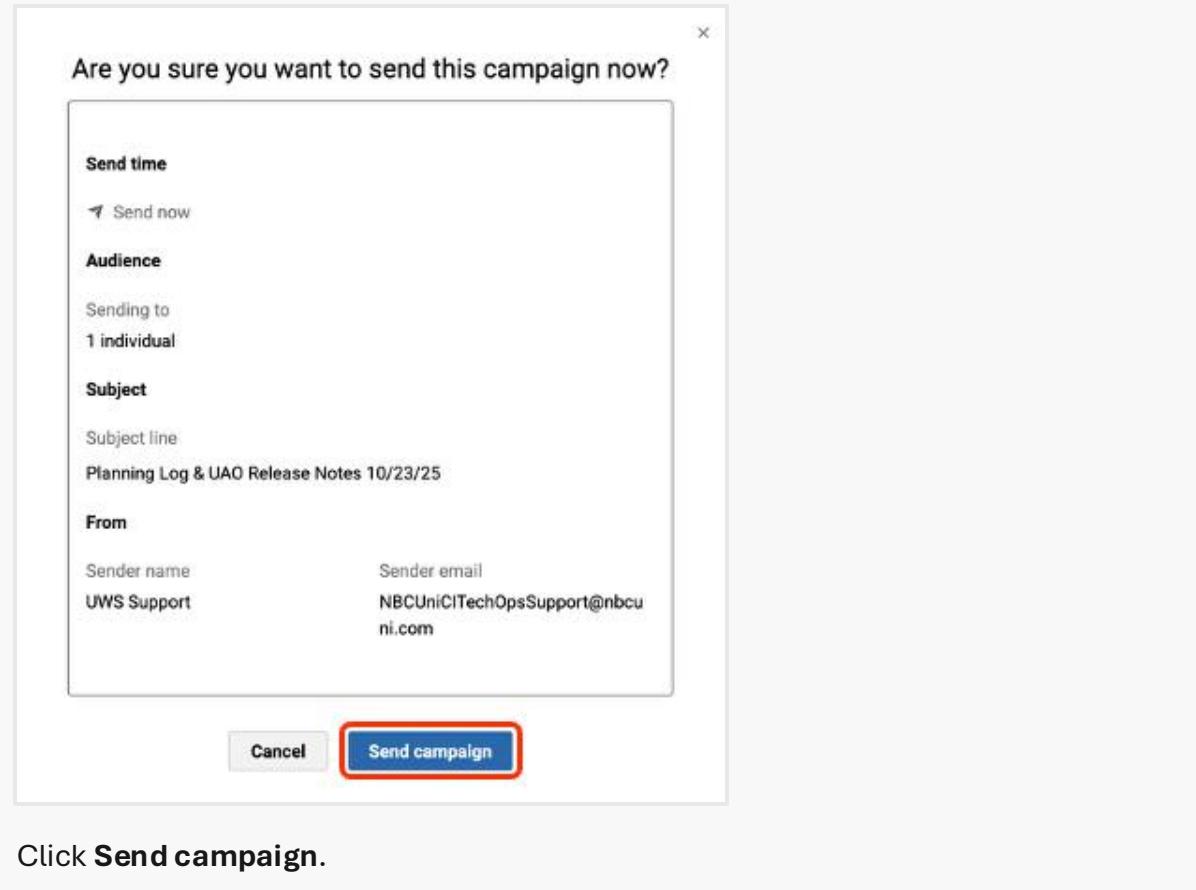
Save

Review & send

Send time

Sending now

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



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

Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

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

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

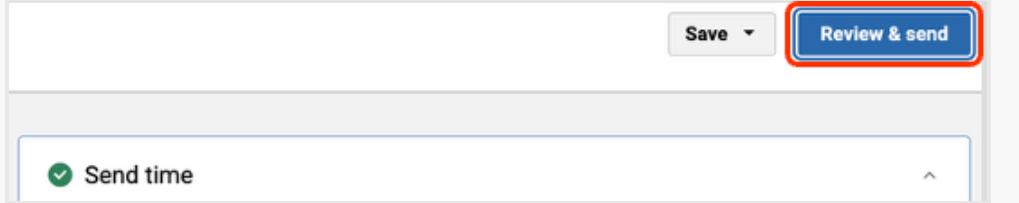
Make this the default sender email

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

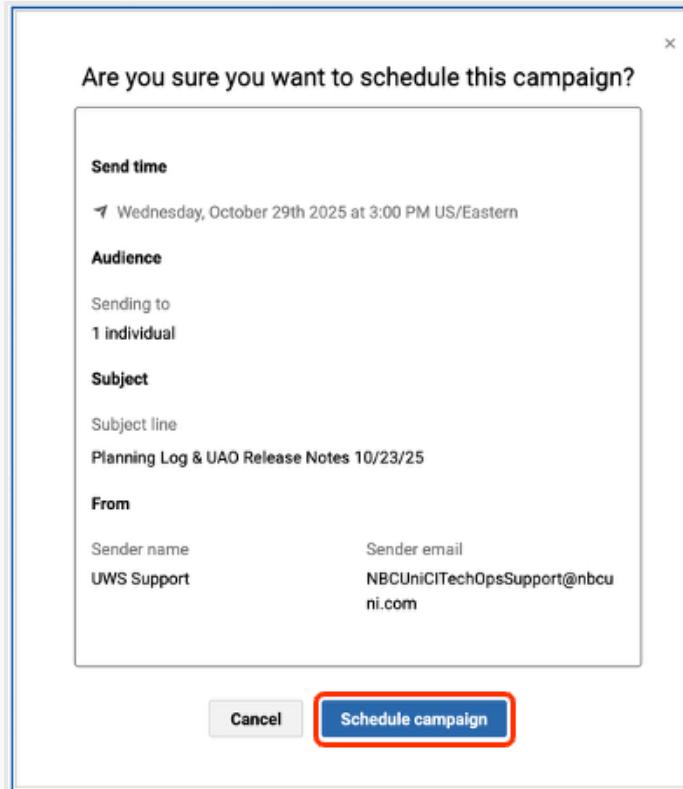
Note: No need to make any changes in the **Advanced** drop-down.

Sending later

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



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



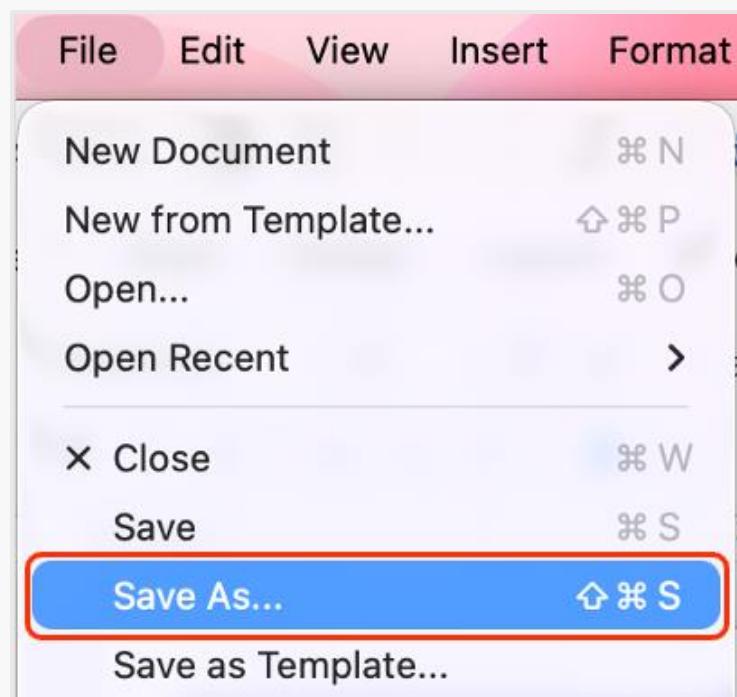
Click **Schedule campaign**.

**Save as
PDF**

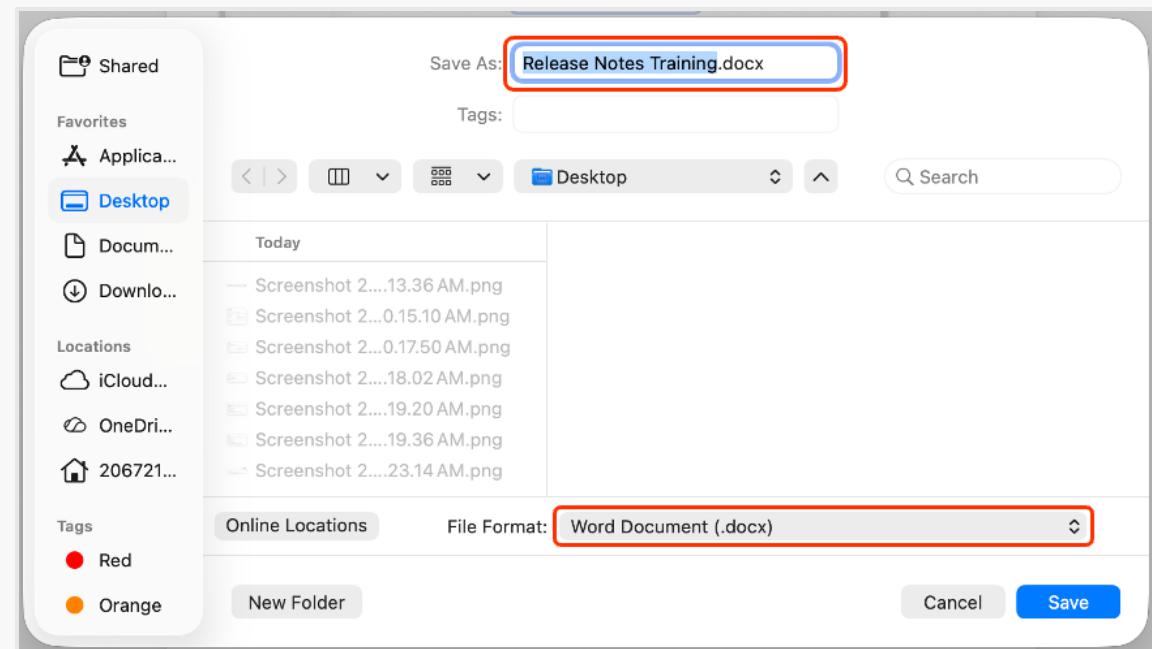
Save as PDF

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.

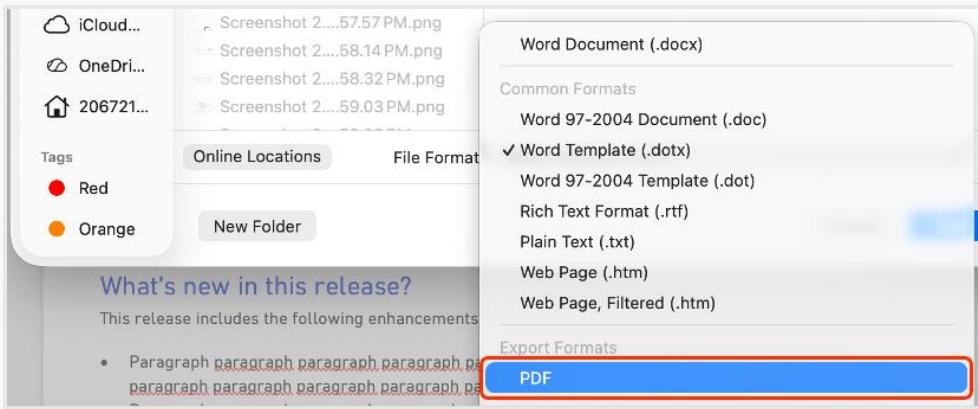


Ensure the **Save As** field is correct.

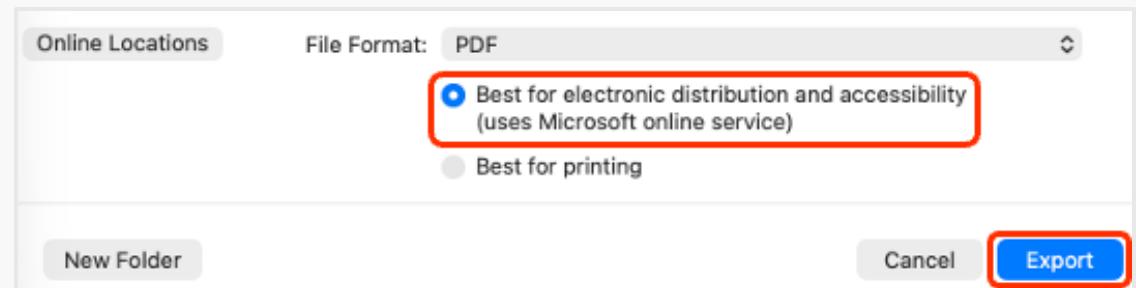


Save as PDF

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](#).