

Release notes training

This training includes how to access/use the most recent template, build/send out release notes in Emma, save in the correct location, and additional release notes tips.

Table of Contents

<i>Edit in template</i>	2
<i>Ask for feedback</i>	2
<i>Build in Emma</i>	2
<i>Send test email</i>	4
<i>Send/schedule out</i>	5
Send now	5
Schedule for later.....	8
<i>Save as PDF</i>	10
<i>Need help?</i>	12
<i>Tips</i>	12

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
- **Need help?** section

Make edits that promote clarity and conciseness and check for correct punctuation/grammar as well. 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).

Build in Emma

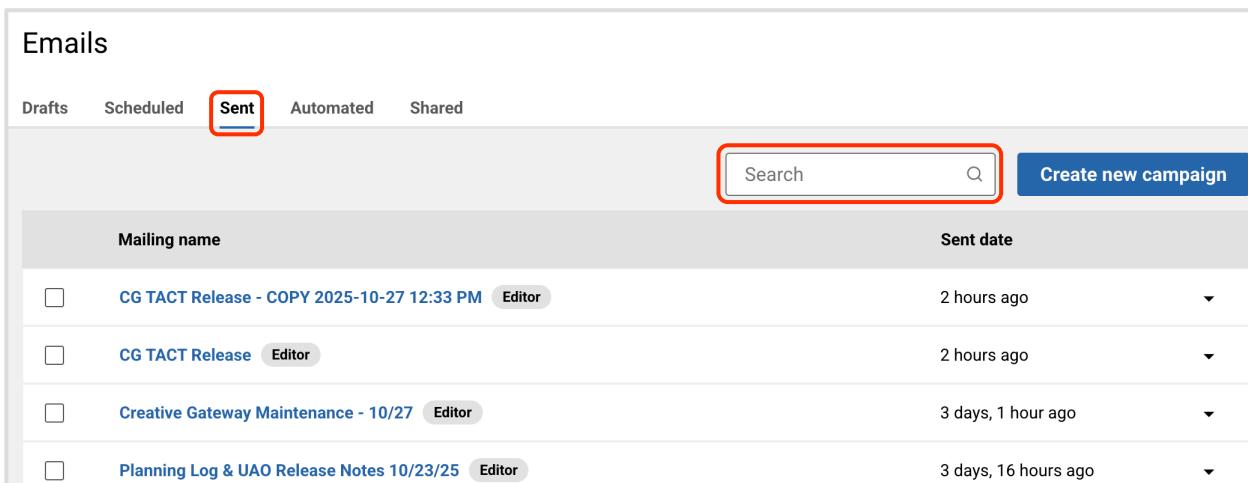
Go to Emma at <https://home.e2ma.net/>. Click on the **Campaigns** tab.



The screenshot shows the Emma software interface. At the top, there is a navigation bar with tabs: Home, Audience, Campaigns (which is highlighted with a red box), Response, Automation, and Insights. Below the navigation bar, there are two main sections: 'Mailing calendar' on the left and 'Mailing averages : Last 30 days' on the right. The 'Mailing calendar' section is dark grey, while the 'Mailing averages' section is white.

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

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 software. At the top, there are tabs: Drafts, Scheduled, Sent (which is highlighted with a red box), Automated, and Shared. Below the tabs 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 table with columns: 'Mailing name' and 'Sent date'. There are four rows of data, each with a checkbox on the left and a link in the 'Mailing name' column. The 'Sent date' column shows the time each mailing was sent.

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

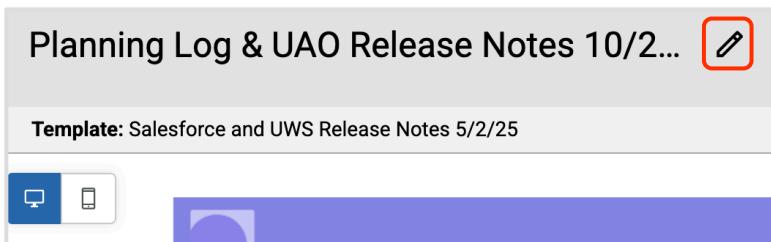
After choosing which release note to copy, click on the drop-down arrow and select **Duplicate**. A new page opens with a copy of the release note.



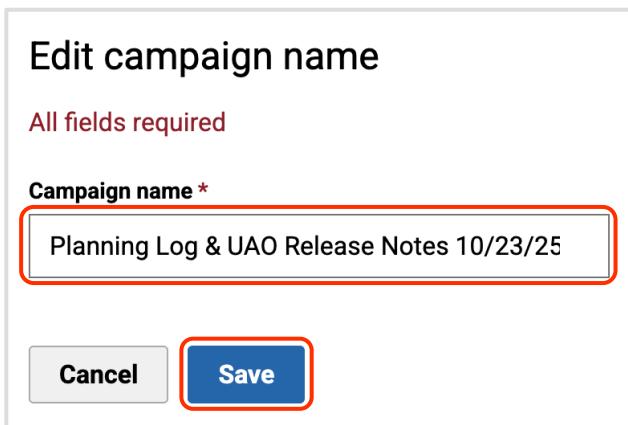
<input type="checkbox"/> Planning Log & UAO Release Notes 10/23/25	Editor	3 days, 16 hours ago	▼
<input type="checkbox"/> Transactional Forecaster_Frequency Enhancement	Editor	4 days, 5 hours ago	Duplicate
<input type="checkbox"/> CopyWrite Release Cancelled	Editor	4 days, 2 hours ago	View response
<input type="checkbox"/> CopyWrite Release - 10.22.25	Editor	5 days, 21 hours ago	Archive

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

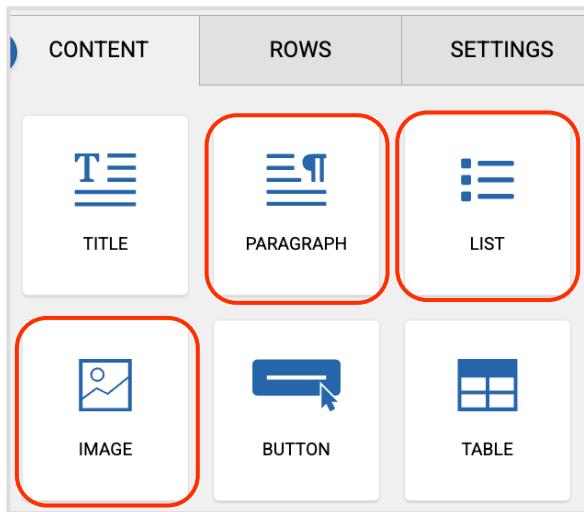
All fields required

Campaign name *

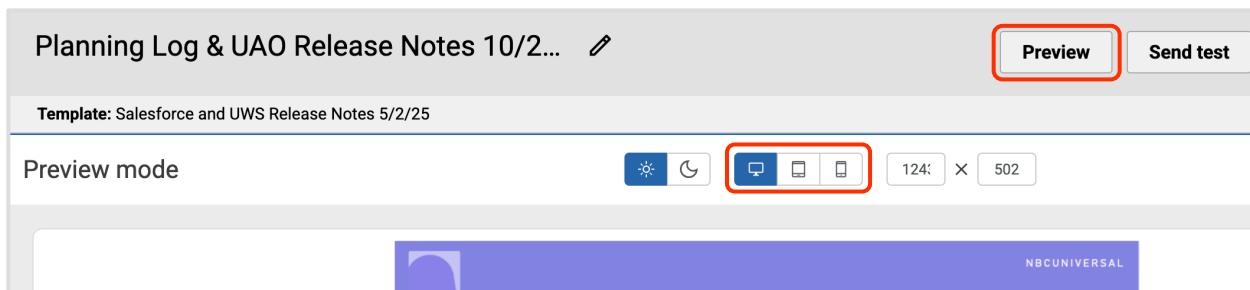
Planning Log & UAO Release Notes 10/23/25

Cancel **Save**

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 look in desktop format.



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

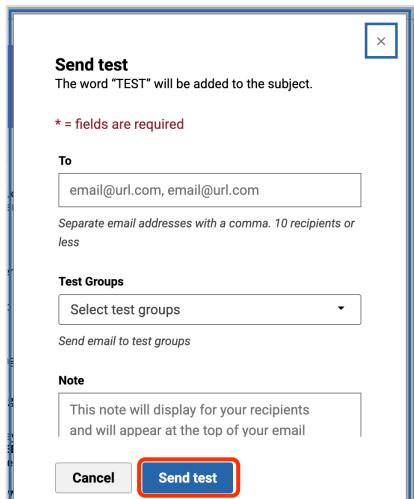
Send test email

Once satisfied with the draft, click on the **Send test** button at the top of the screen and the test email dialog box appears.



Complete the following:

- Type 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.

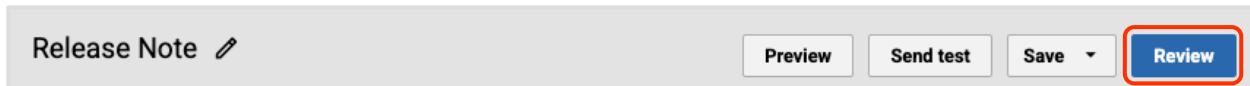


Click **Send test**.

Send/schedule out

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

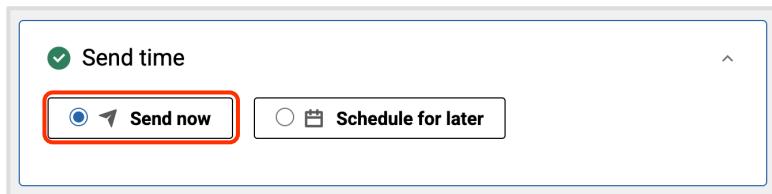
In Emma, click on the **Review** button at the top of the screen.



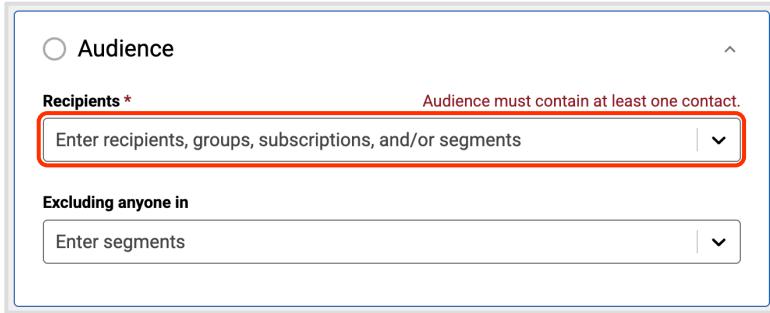
Send now

If sending the release note out **now**:

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



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



Audience

Recipients *

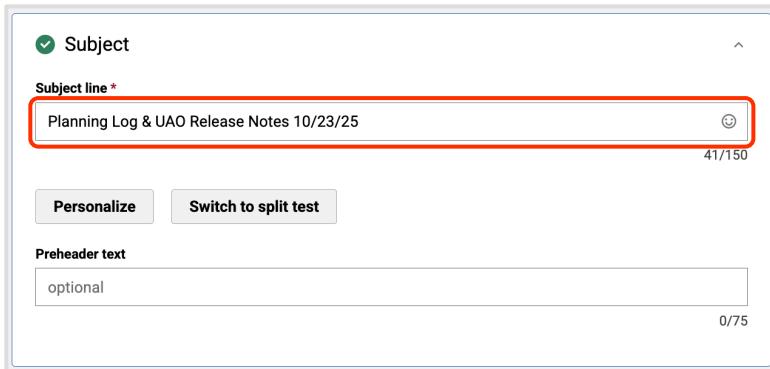
Audience must contain at least one contact.

Enter recipients, groups, subscriptions, and/or segments

Excluding anyone in

Enter segments

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

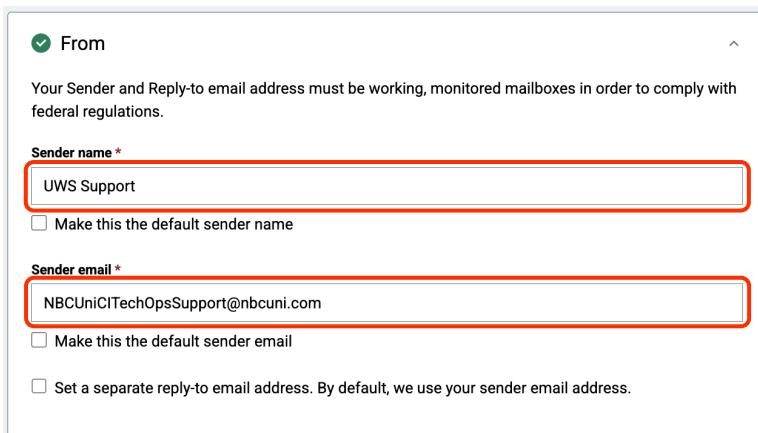
Switch to split test

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 *

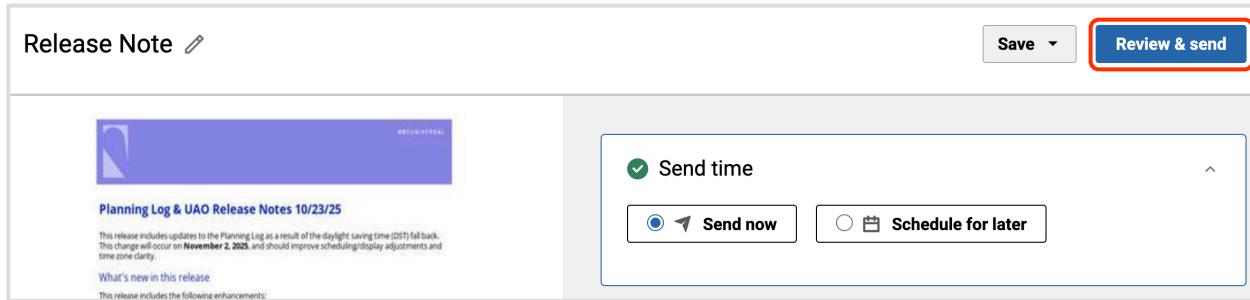
NBCUniCITechOpsSupport@nbcuni.com

Make this the default sender email

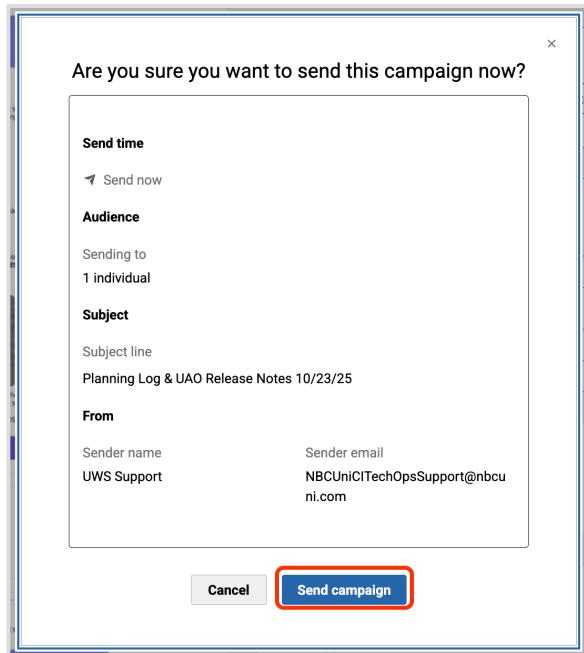
Set a separate reply-to email address. By default, we use your sender email address.

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

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



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

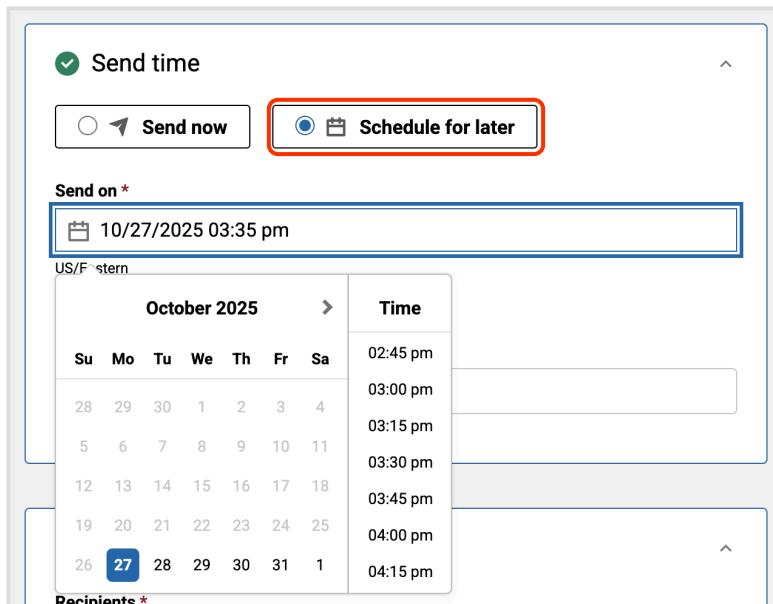


Click **Send campaign**.

Schedule for 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

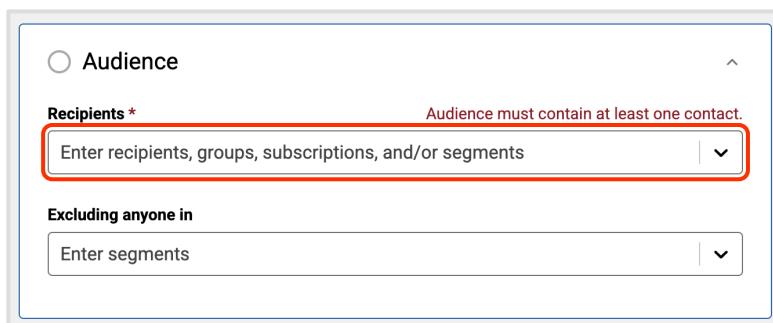
October 2025						
Su	Mo	Tu	We	Th	Fr	Sa
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1

Time

02:45 pm
03:00 pm
03:15 pm
03:30 pm
03:45 pm
04:00 pm
04:15 pm

Recipients *

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



Audience

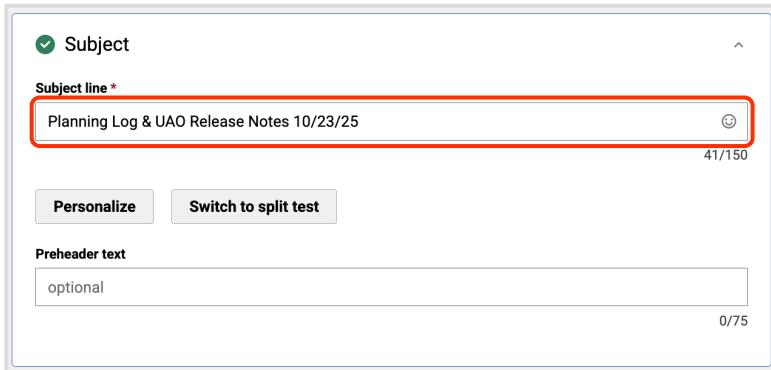
Recipients * Audience must contain at least one contact.

Enter recipients, groups, subscriptions, and/or segments

Excluding anyone in

Enter segments

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



Subject

Subject line *

Planning Log & UAO Release Notes 10/23/25

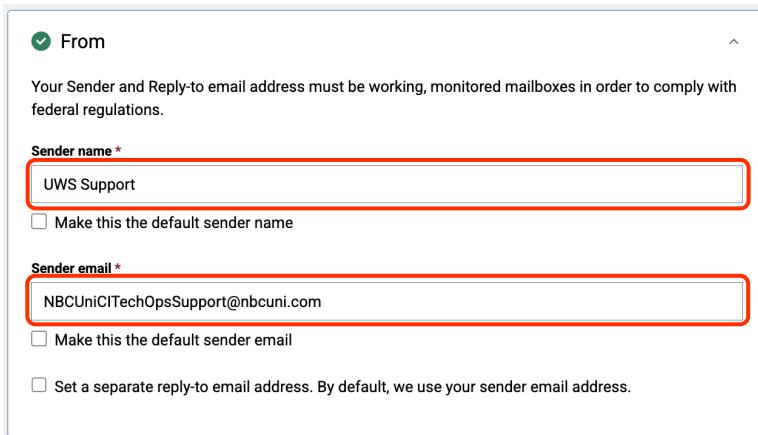
41/150

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 *

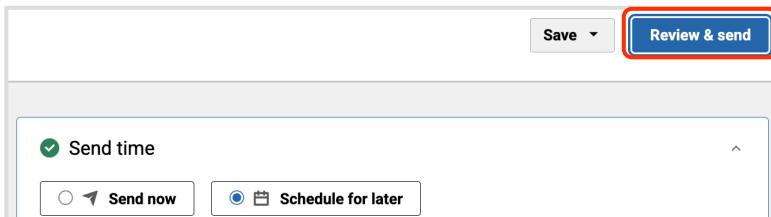
NBCUniCTechOpsSupport@nbcuni.com

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 ▾

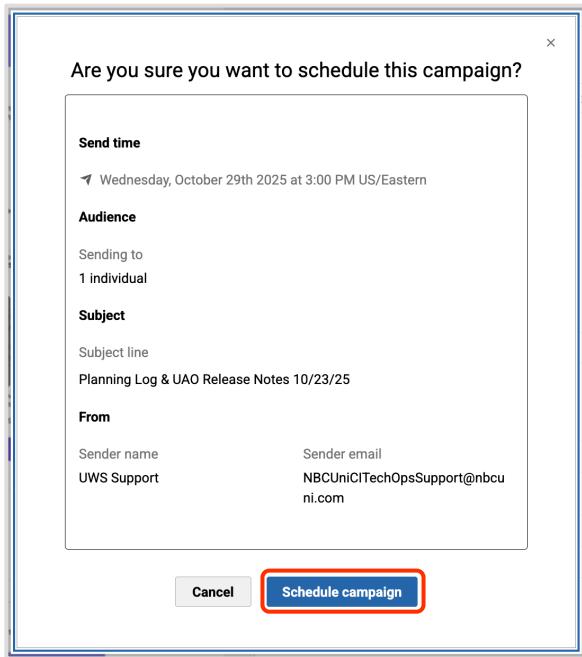
Review & send

Send time

Send now

Schedule for later

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

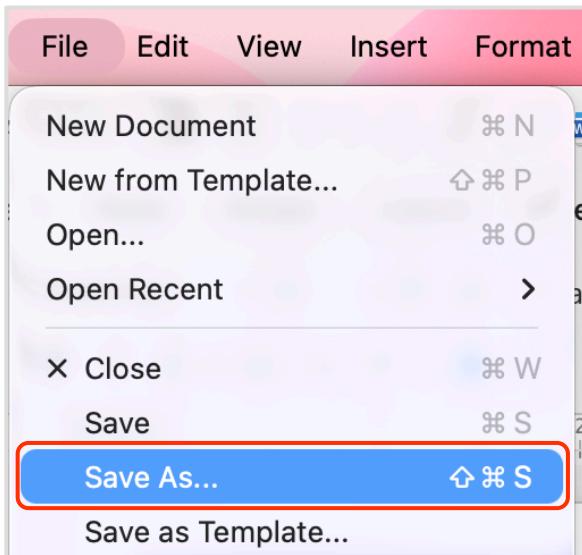


Click **Schedule campaign**.

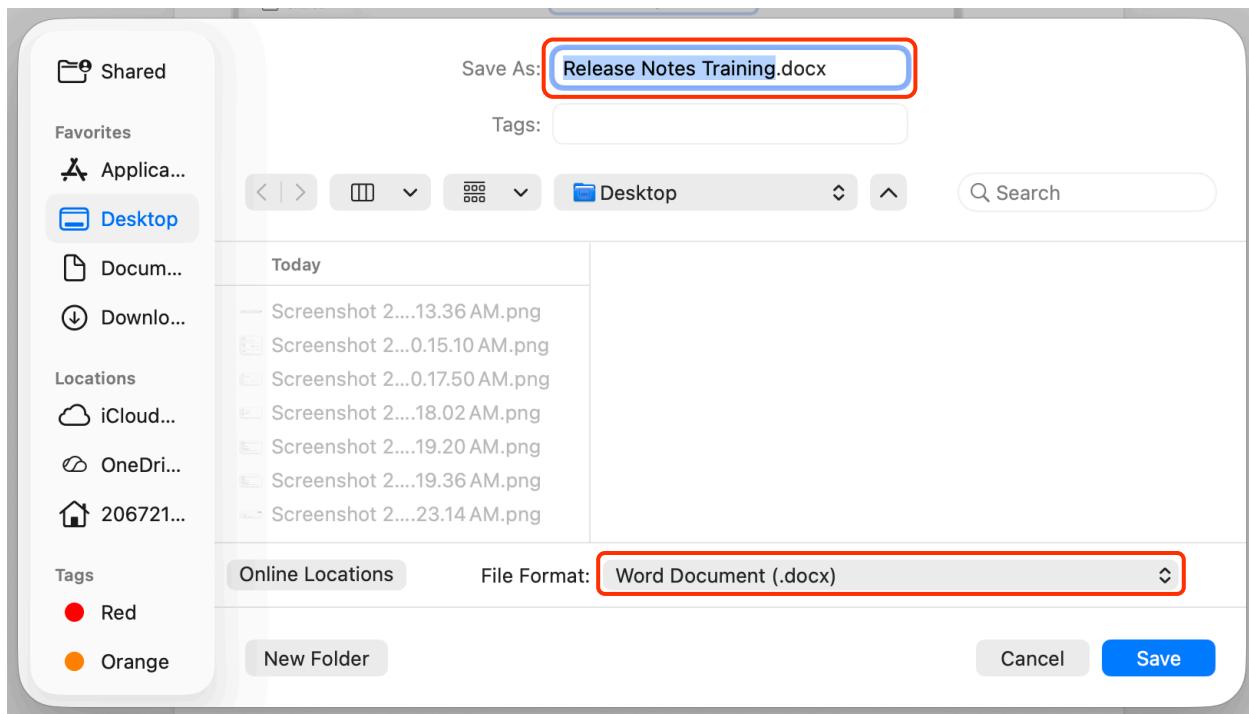
Save as PDF

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

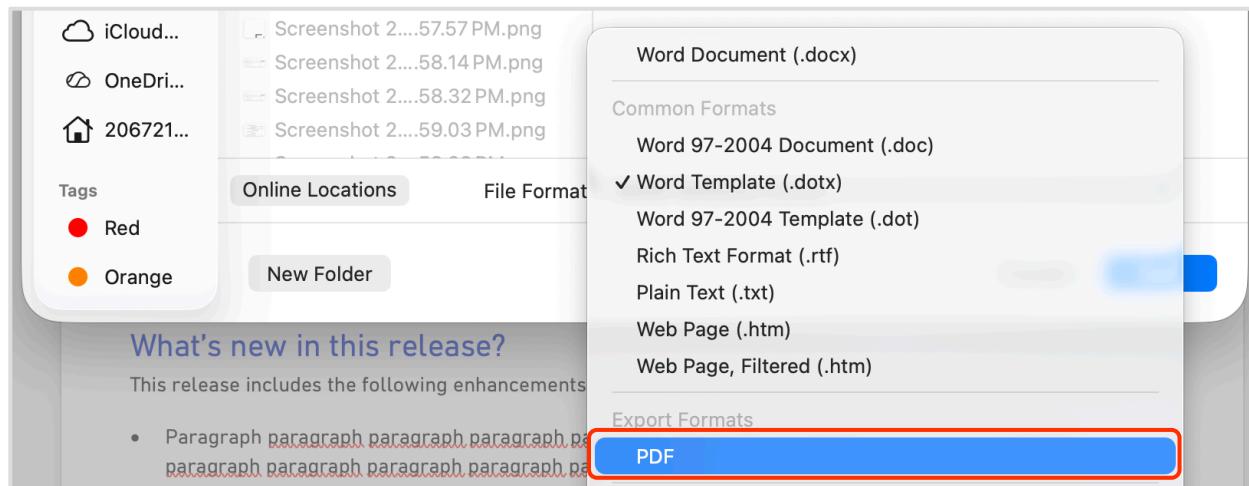
In Word, go to **File** and click **Save As** and the Save As dialog box opens.



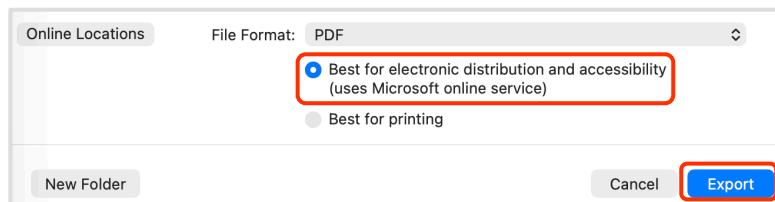
Ensure the **Save As** field is correct.



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 the [Universal Planner Training](#) folder.

Need help?

For assistance with any release notes issues, please reach out to katie.griffiths@nbcuni.com or productmarketing@nbcuni.com.

Tips

Template:

- Make sure screenshots are neat and not blurry.
- Crop screenshots if there is unnecessary info included—only show what's most important.
- When you enacting an action to an existing button/tab/field/etc. that exists on the page, make it **bold** and don't use "quotations."
- Avoid passive language and check for "to be" verbs (e.g., am, is, was, were, will, be, being, been).

Test email: Always send yourself the test emails as well so you know if they "went through" or not.