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One of the main strategies of the Interpretive Master Plan is to collect and organize Nova Scotia's natural and cultural heritage - its "stories" - in a manner that clearly identifies provincially significant themes and topics. This is a crucial step towards ensuring that the Heritage Division addresses these important stories and interprets them for visitors.

This section includes three different, but complementary ways of defining and organizing the province's stories: interpretive themes, which convey the "big ideas" that thread through the natural and cultural history of Nova Scotia; a Content Framework, which identifies conceptual themes, topics, and sub-topics; and a Content Distribution Matrix, which distributes content to the sites.

The Framework forms the basis for the Content Distribution Matrix, which distributes the stories across the Heritage Division and includes other major facilities outside of the Division that tell part of the story. Lastly, a gap analysis of interpretation in the province shows us where there are gaps in the distribution of content that will need to be filled through future interpretive renewal in the NSM and partnerships with outside organizations.