

A case study  
Arguing for taxonomy  
As a digital preservation tactic

hannah sommers | @hsommers |  
[hsommers@npr.org](mailto:hsommers@npr.org)

## Or, what to do if:

- 1) You're not a cultural heritage institution
- 2) Your industry is undergoing breathtaking transformation of historic proportion
- 3) You can't be sure you'll be around tomorrow



**Period of professional identity crisis**

# Why Taxonomy?

**Content strategy is a business  
differentiator.**

**When does the life of a story begin?**

**When does the life of a story begin?**

**As many times as you want it to.**