

## **Summit To Success, Inc.**

*With opportunity comes obligation. Together, we climb. One child, one community, one nation at a time.*

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### ***Gurung Fellowship in Business Operations***

#### **Media Curation Project — Statement of Work (SOW)**

**Updated May 12, 2026**

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#### **Purpose**

The Media Curation Project is designed to build judgment in visibility, representation, and restraint.

Fellows learn how organizations decide what should be documented, shared, protected, or left private — without posting publicly or shaping stories for attention.

This project works best when Fellows think carefully about what visibility changes.

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#### **What This Project Is**

- A structured curation assignment
- A way to practice selection before storytelling
- A framework for understanding how visibility affects trust, perception, and dignity

This project helps Fellows notice:

- how context changes meaning
- how visibility can shape perception
- when documentation informs — and when it distorts
- why some moments should remain private

- how omission can protect dignity and trust
- why fewer, clearer materials are often stronger than excessive visibility
- how organizations can unintentionally create performance or pressure through documentation

You do not need to create impressive content.

You do need to be intentional and responsible.

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### **What This Project Is Not**

- Not social media management
- Not marketing or promotion
- Not creating emotional reactions for attention
- Not selecting material based only on appearance or impact
- Not documenting everything possible
- Not turning people or communities into content

Quiet restraint and thoughtful judgment are expected.

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### **How This Project Works**

Fellows curate approved media or documentation for internal review only.

During this project, Fellows:

- organize and review materials carefully
- think about context before visibility
- prioritize dignity over emotional impact
- pay attention to what may be misunderstood without context
- avoid selecting material simply because it feels dramatic or attention-grabbing
- notice how selection changes perception
- observe how visibility can affect behavior inside groups or communities

- think carefully about what should remain undocumented or private

The goal is not to create the strongest story.

The goal is to represent situations responsibly under real conditions.

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## **Experiential Learning Layer**

Some curation exercises may include:

- incomplete-context reviews,
- selective documentation exercises,
- visibility tradeoff scenarios,
- sequencing exercises,
- or situations involving competing priorities between clarity, dignity, and attention.

These activities are not designed to create “perfect branding.”

They are designed to help Fellows experience how:

- visibility changes behavior,
- context affects interpretation,
- selective documentation shapes perception,
- and attention can distort judgment.

The deeper learning comes from understanding *why* certain materials helped, harmed, clarified, distracted, protected, or changed perception.

Simple selection decisions can reveal important patterns.

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## **Access Model**

When approved, Fellows may receive access to:

- approved photos or media folders

- event or project context
- organizational documentation
- guidance related to privacy or sensitivity
- notes regarding what should not be shared publicly

Access is specific and bounded.

Curation does not imply permission to publish anything independently.

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### **Required Engagement**

To complete this project, a Fellow has to curates at least two separate media or documentation sets tied to different situations or contexts.

Examples may include:

- scholarships and care packages
- events and operational work
- process-focused and people-focused material
- internal and external-facing documentation

Quantity is not the goal.

Thoughtful selection across different contexts is.

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### **Reflection Log (Required)**

This project is considered complete only when the Reflection Log meets all requirements below.

The reflection demonstrates:

- engagement across multiple media or documentation contexts
- identification of a pattern, contrast, or tension across sets
- at least one thing that stayed consistent across situations

- at least one meaningful difference based on context or audience
- a cause → effect judgment
- reflection on visibility, omission, dignity, context, or perception
- translation into how the Fellow would curate differently in future situations

Possible areas of reflection may include:

- emotional impact
- privacy
- omission
- visibility
- context
- trust
- representation
- perception
- pressure created by documentation
- what was intentionally left out

This is not a critique of people.

This is not feelings journaling.

One or two clear sentences per insight is enough.

Clarity matters more than length.

If thoughtful curation judgment is missing, the project is not complete.

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## **Completion Standard**

The Media Curation Project is complete when:

- required media or documentation sets were curated for internal review
- Reflection Log criteria were fully met

There is no partial completion.

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### **What You Will Be Practicing**

Through this structure, Fellows practice:

- judgment under visibility
- restraint in representation
- context-sensitive decision-making
- recognizing how visibility affects perception and behavior
- protecting dignity and trust
- understanding that not everything should be documented or shown
- balancing clarity with responsibility
- thinking carefully before increasing attention or exposure

These skills are not graded.

They develop through repetition, observation, and reflection.

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### **Evaluation Philosophy**

There are:

- no grades
- no rankings
- no performance incentives
- no pressure to create emotionally impressive or highly visible content

Completion reflects judgment, attentiveness, restraint, and care — not creativity or attention generation.

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### **Final Note to Fellows**

You are not here to create attention.

You are here to learn how visibility affects trust, dignity, perception, and behavior inside real organizations.

Sometimes responsible representation means showing something clearly.

Sometimes it means:

- leaving something out
- reducing visibility
- protecting context
- delaying documentation
- or deciding something should remain private altogether

Not every meaningful moment needs exposure.

Sometimes excessive visibility changes behavior, creates pressure, or weakens trust.

You're done when you can explain not only why something was included —

but why something else was intentionally left unseen.

Access is a gift.

Effort is the cost.

Growth is the return.

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