For Distribution to CPs

Fraud Management - What is fraud? - Impact - Reputational Damage

Gateway - The BBC Intranet

Gateway

You are in: Fraud Management > What is fraud? > Impact > Reputational Damage

Reputational Damage



The BBC is funded by the public who have high expectations about how we manage those funds and the assets provided by them. Report Fraud Here

Useful links

Contact: (02)26976

Other useful links

The fallout

Fraud could therefore lead to the following:

Negative press coverage

Damage to brand (undermines perception of integrity in organisation and

- therefore makes audience less trusting about content)
- Undermines case for licence fee and public willingness to pay it
- Could_put off potential business partners

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