

BritainsDNA/ScotlandsDNA promotions on the BBC

February – March 2011 – The Scots – A Genetic Journey (six-part series)

BBC Radio Scotland

Producer Amanda Hargreaves

<http://www.bbc.co.uk/programmes/b00y8t57/episodes/guide>

<http://www.bbc.co.uk/blogs/radioscotland/programmes/the-scots-a-genetic-journey>

This six-part series was timed to coincide with the publication of Alistair Moffat's book *The Scots: A Genetic Journey* <http://www.birlinn.co.uk/The-Scots-9781780270326.html>

The book served as a promotional tool for Moffat's new company ScotlandsDNA which he founded with Dr James Wilson. The company now also trades under the names BritainsDNA, IrelandsDNA and YorkshiresDNA.

2nd March 2011 Today programme – James Naughtie

BBC Radio 4

http://news.bbc.co.uk/today/hi/today/newsid_9411000/9411313.stm

James Naughtie interviews Alistair Moffat. The company name Ethnoancestry (the company founded by James Wilson and later to become absorbed into ScotlandsDNA) is mentioned. There is no mention of Moffat's friendship with Naughtie.

1st June 2011 – Today programme – James Naughtie

BBC Radio 4

http://news.bbc.co.uk/today/hi/today/newsid_9501000/9501822.stm

Alistair Moffat discusses James Naughtie's DNA result. The BBC website features a prominent link to ScotlandsDNA which is misleadingly described as the "Scottish DNA Project". Again no mention is made of Moffat and Naughtie's relationship.

7th November 2011 – Tom Morton

BBC Radio Scotland

<http://www.bbc.co.uk/programmes/b01nq2xw> (Programme no longer available online)

Alistair Moffat "reveals the final results of the study into Scotlands DNA".

8th December 2011 - MacAulay and Co

BBC Radio Scotland

<http://www.bbc.co.uk/programmes/b017wyp8> (Programme no longer available online)

Starts at 7 minutes

Alistair Moffat talking about ScotlandsDNA

1st March 2012 - MacAulay and Co

BBC Radio Scotland

http://www.bbc.co.uk/iplayer/episode/b01cj1nh/MacAulay_and_Co_01_03_2012

(Programme no longer available online)

Starts at 42 minutes

Fred MacAulay receives his ScotlandsDNA results

17th April 2012 - Macaulay and Co

BBC Radio Scotland

Interview with Alistair Moffat and discussion of Fred MacAulay's DNA test with ScotlandsDNA.

<http://www.bbc.co.uk/programmes/p00r6w16>

Featuring nonsense about Viking slaves, Pictish markers, Napoleon, etc

9th July 2012 – Today programme with James Naughtie

BBC Radio 4

http://news.bbc.co.uk/today/hi/today/newsid_9736000/9736128.stm

Moffat is interviewed by James Naughtie. Nonsense about Eve's grandson, the Queen of Sheba, etc. Again no mention is made of the relationship between Moffat and Naughtie.

11th July 2012 – Tom Morton

BBC Radio Scotland

<http://www.bbc.co.uk/programmes/b01kjjxb> (Programme no longer available online)

26th September 2012 – Tom Morton

BBC Radio Scotland

Tom Morton receives his DNA results from ScotlandsDNA.

<http://www.bbc.co.uk/programmes/b01mwx9b> (Programme no longer available online)

7th November 2012 – Tom Morton

BBC Radio Scotland

<http://www.bbc.co.uk/programmes/b01nq2xw> (Programme no longer available online)

"Tom is joined by Alistair Moffat who reveals the final results of the study into Scotlands DNA."

8th November 2012 - Roberto Perrone

BBC Three Counties Radio

<http://audioboo.fm/boos/1048083-alistair-moffat-tells-rob-why-you-shouldn-t-call-someonewith-red-hair-ginger>

"Alistair Moffat tells Rob why you shouldn't call someone with red hair 'ginger'..."

9th November 2012 – Call Kaye

BBC Radio Scotland

<http://www.bbc.co.uk/programmes/b01nkql9>

Interview about the red hair gene.

20th and 21st February 2013 - Meet the Izzards

BBC One

<http://www.bbc.co.uk/mediacentre/proginfo/2013/08/meet-the-izzards.html>

7th March 2013 - The One Show

BBC One

<http://www.bbc.co.uk/programmes/b01r753q#programme-broadcasts>

Featured a segment on genetic ancestry testing. BritainsDNA maps were clearly visible. Jim Wilson, BritainsDNA's Chief Scientific Officer, was the only geneticist who appeared on the programme. Michael Mosley was given his DNA results and told that he was "Germanic". Various BritainsDNA customers were shown on the programme displaying their marker nicknames. These nicknames are only used by BritainsDNA. See:
http://www.isogg.org/wiki/BritainsDNA_haplogroup_nicknames

25th March 2013 - John Beattie programme

BBC Radio Scotland today.

<http://www.bbc.co.uk/programmes/b01r9tjq> (programme no longer available online)

Starts at 36.45 mins

Nonsense about discovery of Pictish markers

6th March 2014 – Mark Forrest Show

BBC local radio

<http://www.bbc.co.uk/programmes/p01s6pt4>

Nonsense about "Viking" DNA. For a critique and partial transcript see:

<http://cruwys.blogspot.co.uk/2014/03/more-pseudoscience-from-alistair-moffat.html>