School day

Terry Sanford, chairman of The Learning Channel, the nonprofit satellite-delivered basic cable educational service, announced that TLC's board has approved a January 1985 target date for the service's expansion from 10 to 24 hours a day. "[I]t is essential," said Sanford, "that we extend our programming into prime time when the largest number of adults have the time to watch television." TLC now programs from 6 a.m. to 4 p.m. NYT, on Satcom 11R. According to Harold Morse, president of TLC, several different deals for the increased transponder time are in the works. In addition, Sanford announced that Morse, and John Frazee, group VP, Centel Corp., and president, Central Cable Television, have been named to the board of directors.

More music videos

Superstation WTBSTV Atlanta has renewed its 11-month-old music video series, Night Tracks, for an additional 52 weeks beginning this June. The series airs for six hours every Friday and Saturday night and features approximately 80 music videos in each program. The producers of Night Tracks, Tom Lynch and Gary Biter, have sold to WTB a second series, Chartbusters, which will air from 11 p.m.-midnight on Saturday beginning later this year.

In an unrelated announcement, Turner-owned Cable News Network said it will expand its daily Olympic games coverage to three weekend cablecasts. The Games of '84, anchored by Mike Cowman, "will follow the paths of leading amateur athletes hoping to qualify for this year's summer games." The updates will continue to air daily during six CNN Sports segments.