

Louisville Entrepreneur Anessa DeSarno Launches Friday Night Futures

Louisville Entrepreneur Anessa DeSarno Launches Friday Night Futures Podcast to Help Families Navigate Youth Sports and College Recruiting



Louisville, Kentucky Jul 24, 2026 ([Issuewire.com](https://www.issuewire.com)) - Anessa DeSarno, a Louisville, Kentucky legal professional, entrepreneur, and youth sports advocate, has announced the upcoming launch of Friday Night Futures, a new podcast and digital media platform dedicated to helping parents, student-athletes, and coaches navigate the ever-changing world of youth sports, football recruiting, athlete development,

and college opportunities.

Based in Louisville, Kentucky, Anessa DeSarno created Friday Night Futures after recognizing the growing need for honest, research-driven conversations surrounding youth athletics. As both a legal professional and a parent actively navigating the recruiting process, DeSarno brings a unique perspective that combines organization, research, real-world experience, and practical guidance for families.

The Friday Night Futures podcast will explore topics including:

- Youth football development
- Middle school and high school football
- College recruiting timelines
- Reclassifying (“redshirting”)
- Exposure camps and showcases
- NIL education
- Student-athlete branding
- Recruiting myths and misconceptions
- Parent education
- Leadership, academics, and athlete development

Unlike traditional recruiting services, Friday Night Futures is designed as an educational resource that empowers families with accurate information while featuring conversations with coaches, trainers, recruiting professionals, sports psychologists, former athletes, and parents who have successfully navigated the recruiting journey.

“Parents are often expected to make major decisions about their child’s athletic future without understanding how the recruiting process really works,” said Anessa DeSarno. “Friday Night Futures is about giving families reliable information, honest conversations, and practical tools so they can make confident decisions every step of the way.”

In addition to the podcast, Friday Night Futures will expand into a multimedia brand featuring YouTube content, interviews, newsletters, recruiting resources, digital guides, educational downloads, and a growing online community dedicated to youth sports families across Kentucky and beyond.

As founder and host, Anessa DeSarno plans to spotlight athletes, coaches, and sports organizations from Louisville and throughout the region while also addressing national trends in recruiting and athlete development.

Drawing on her professional background in legal administration, research, project management, and communications, Anessa DeSarno is committed to translating complex recruiting topics into practical, easy-to-understand guidance for parents and athletes.

The Friday Night Futures podcast will be available on major podcast platforms, including Spotify, Apple Podcasts, YouTube, and other streaming services. Companion video episodes, interviews, and educational content will also be published across social media platforms.

About Anessa DeSarno

Anessa DeSarno is a Louisville, Kentucky entrepreneur, legal professional, podcast host, and founder of

Friday Night Futures. Through her work, she helps parents and student-athletes better understand youth sports, football recruiting, athlete development, and the path to college athletics. Her mission is to educate, empower, and connect families by providing trustworthy information, expert interviews, and practical resources that simplify the recruiting journey.

About Friday Night Futures

Friday Night Futures is a Louisville-based youth sports media brand dedicated to educating parents and athletes about football recruiting, athlete development, leadership, academics, and opportunities beyond the game. Through podcasts, videos, interviews, newsletters, and digital resources, Friday Night Futures equips families with the knowledge and confidence to navigate every stage of an athlete's journey.

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