

Bachelor thesis "The Fleet Sheet - one page daily bulletin" summarizes the development of an innovative newspaper format dedicated to top decision makers based in Czech Republic. The very first part of thesis brings a glance into the sixteen-year evolution of this newspaper in times of Czech economy transition and under the leadership of former American journalist Erik Best. The middle part describes the methodology of designing one page bulletin including the important news picking and their consequential transcription into the form of English synopses. The closing part offers basic empiric research which compares chosen important news to be published in Fleet Sheet with questioned potential reader's choices using both qualitative and quantitative analyses.