

The NPR Planet Money one-hour story competition: The shopping mall convention

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Voting closed last night on the second NPR Planet Money one-hour story competition. Three reporters were sent into a convention (this time, the *International Council of Shopping Centers* conference) and given one hour to collect tape for a story. [Listen to the results](#), either in the full podcast format or just to the three individual stories. Each of the stories was interesting in its own way. From Adam Davidson, I learned some mall restaurant jargon. From Chana Joffe-Walt, I learned about the pursuit of the cool kids. And from Alex Blumberg, I learned why a guy dressed in a bright red blazer known only as *McGuire* is the most popular guy at the convention. My vote went to Chana's story.

Bonus link: [The Six Guys' Blog](#), the blog of Five Guys. (This will make sense after you listen to Alex's story.)

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