Introduction
Nature of the work of media professionals is formidable, challenging and arduous due to consistent exposure to the traumatic events. To comply with demands of their work, substance use is a common negative coping style observed among media professionals. Literature suggests that hardiness regulates the relationship between demanding life situations and illness (Mckay & Mckay, 2012). Furthermore, Emergency preparedness is inevitable for dealing with crises. It enhances one’s ability to respond to crises tactfully and effectively.

Objectives
1. To investigate the impact of hardiness trait on substance use among media professionals.
2. To test that the relationship between hardiness and substance use differs against different levels of trauma exposure among media professionals.
3. To test the moderating role of emergency preparedness for the relationship between hardiness and substance use among media professionals.

Sample and Procedure
Sample includes 325 media professionals with age ranging from 18 to 70 years (Mean=36.4, SD=9.34). Along with demographic, participants’ responses were collected on Journalist Trauma Exposure Scale, Emergency Preparedness Checklist, Short Hardiness Scale, and Tobacco, Alcohol, Prescription medications and other Substance usage scale. Media professionals working both in field and on desk were included.

Results
- Hardiness is negatively correlated with substance use (r = -.22, p < .01).
- Trauma exposure is positively associated with substance use (r = .18, p < .05).
- Media professionals working in field as well as on desk had high trauma exposure as compared to their counterparts working on desk only. Better emergency preparedness skills were found in media professionals working in field as compared to media professionals working on desk.
- Results showed positive effect of hardiness (B = .30, p < .01) along with both moderators i.e., trauma exposure, and emergency preparedness (B = 1.76, and B = 1.10 respectively, p < .01) on the substance use among media professionals.
- Significant negative interactions were observed for moderating role of trauma exposure and emergency preparedness (B Interactions = -.04, and -.03 respectively, p < .01). The moderated moderation model accounted for 29% variance in substance use among media professionals.

Conclusion
It is concluded that hardiness is only effective in decreasing substance use among media professionals with emergency preparedness skills having higher levels of trauma exposure. It is recommended that emergency preparedness intervention plans should be carefully customized in order to prevent use of substance among media professionals.

The study is supported by the grant no. 10795/Federal/NRPU/R&D/HEC/2017 from Higher Education Commission, Pakistan.

Contact Information: samreen.hina@gmail.com