Commanders should establish clear priorities for the use of **airpower**. Due to its inherent **flexibility and versatility**, the demands for airpower may likely exceed available resources. If commanders fail to establish priorities, they can become **ineffective**. Commanders of all components need to effectively prioritize their requirements for coordinated airpower effects to the **joint force commander** (JFC), and only then can effective priorities for the use of airpower flow from an informed dialogue between the JFC and the air component commander. The air component commander should assess the possible uses of component forces and their strengths and capabilities to support the overall joint **campaign**. Limited resources require that airpower be applied where it can make the greatest contribution to the most critical current JFC requirements. The application of airpower should be balanced among its ability to conduct operations at all **levels of war**, often simultaneously. The principles of **mass**, **offensive**, and **economy of force**, the tenet of **concentration**, and the **Airman’s strategic perspective** all apply to prioritizing airpower.