William Kareem has been a member of the Muslim American Community since 1972. Coming in under the leadership of Minister Louis Farrakhan in New York City, Brother William worked to help the vision of the Honorable Master Elijah Muhammad by selling Muhammad Speaks Newspapers and whiting H&G fish, as a member of the Fish Force.

William Kareem transitioned into a supporter of Imam W D Mohammed by utilizing his talent as a performing artist. He joined the Muslim singing group, "The Propagators" and spent many weekends traveling around the country promoting the message of Al Islam as The Muslim Rapper, famously known for the song "Bird Of A Feather" 

Brother William also was cast in the role of The Honorable Master Elijah Muhammad in the play, "It's Wake Up Time" Produced and directed by Ben Musheer Bilal.

Brother William Kareem, did scholastic work on the theory of Music at the Muslim Teachers College under the tutelage of Dr. James Rasheed and Dr. Qadir Abdus-Sabur and became a performing arts instructor at the SCMS in Queens, NY.

While studying at The New School for Social Research in New York City, he developed an interest in media and in 2008 he earned a degree in Film & Media Studies. In 2008, Imam Yusuf Ramadan asked him to take over production, of the 25 year media effort, of the New York Muslim Community Radio program, A NEW DAY FOR AL ISLAM IN AMERICA.

Recognizing the need to network and utilize the "new" technologies to further the dawah effort, Brother William attended the "Muslims in Media" Conference in Atlanta, Ga, 2009, where he first met Thomas Abdul-Salaam & Dr. Aisha Kareem. Before the event was over, he was made President of The Muslim American Media Alliance and within five years, Thomas would ask William to succeed him as Executive Producer of American Muslim 360.

Today, William Kareem, with the assistance of many other media professionals and community leaders, produces, markets and promotes two 1-hour programs on AM radio, and he serves as Creative Director for the regional internet radio program "A New Day for Al Islam Community Radio."